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The Desert Sun

and PALM SPRINGS NEWS

Vol. XXVIII, No. 22

3 Sections — 20 Pages

Palm Springs, California, Thursday, November 4, 1954

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Volunteers on Bell-Ringing Drive Today

House-to-House Campaign Begun by Chest Workers

Volunteer workers this week took the second stage of the whirlwind Community Chest launched in Palm Springs Monday, to raise approximately \$38,000.

Crews of women volunteers are being completed today by Hettie Charleston and Betty Hoff, co-chairmen of the residential drive. The volunteers will stage an old-fashioned "door-to-door neighborhood bellringing" in all residential areas of Palm Springs.

Mayor Florian Boyd proclaimed the entire month of November as Community Chest month and urged all Villagers to respond wholeheartedly.

PROSPECTIVE VOLUNTEERS today were asked to phone Mrs. Charleston at Palm Springs 2416 or Mrs. Hoff at Palm Springs 5443.

Organizations whose members are assisting in house-to-house canvassing are: the American Legion Auxiliary, Community Church, St. Paul's Episcopal Guild, Jewish Women's Group, Order of Eastern Star, Palm Springs Woman's Club, Soroptimist Club, Toastmaster Club, Delphians, American Association of University Women, Business and Professional Women, Desert Does, P.E.O., Catholic Mothers Club, V.F.W. Auxiliary, D.A.R., Jaycees, Welfare and Friendly Aid and Girl Scouts.

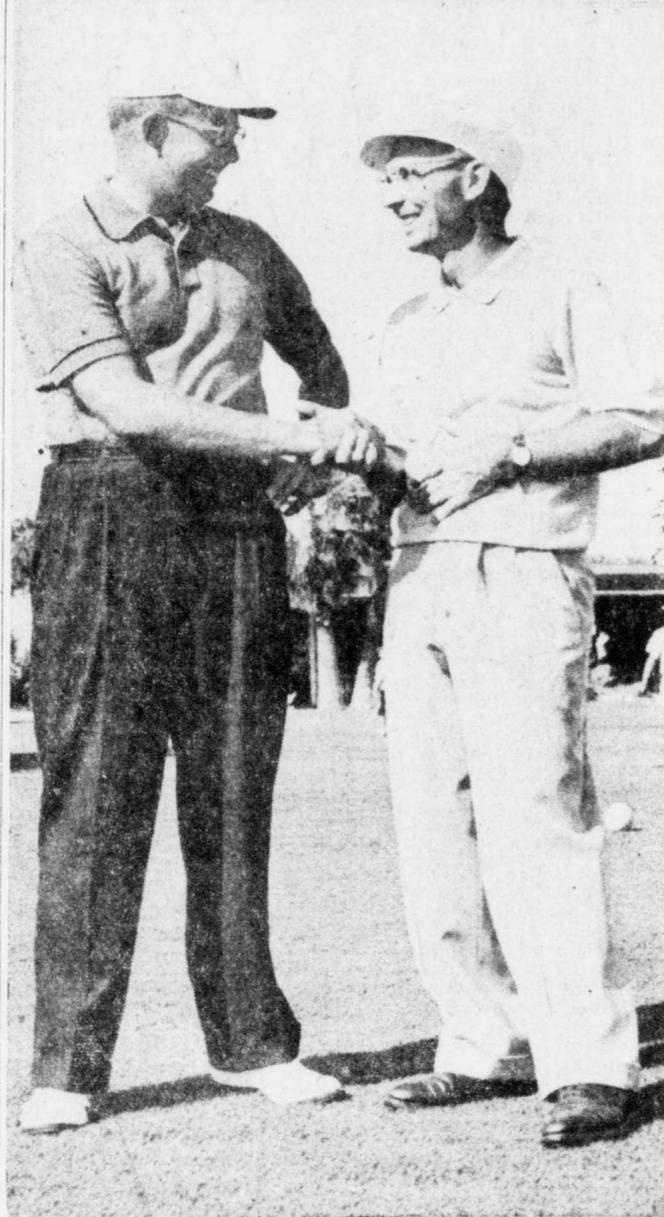
Meanwhile, the advance gifts committee is functioning within Palm Springs and outside the city limits, said Campaign Chairman Herbert Samson.

Samson said the Palm Springs advance gifts drive is progressing under direction of Fred Ingram, Asher Levy and Henry Weinberg, with Milt Hicks district chairman for the Thunderbird-Tamarisk area, and Smoke Tree Ranch co-chairman by Art Bailey and Jack Crommellin.

EXACT GOAL of the 1955 Community Chest campaign has been set at \$37,899.

Howard Morris, president of the Chest board of directors, said today, "This is regarded by the board as the absolute minimum required to continue the community welfare services of the five agencies supported wholly or in part by the Community Chest."

The agencies are the Palm Springs Boys Club on the Indian reservation, the Boy Scouts, Girl Scouts, Desert Museum, and the Welfare and Friendly Aid for its support of the Health Center and the Youth Center.



(Partridge Photo)

CONGRATULATIONS — Bob Rosburg, left, of San Francisco, runner-up, congratulates Jerry Barber of Wilshire on his winning the Southern California Open Golf Championship in a playoff at Tamarisk Country Club, tourney site, on Monday. The two golfers ended the regular play tied at 207. This was Barber's third title in the last four years.

BARBER'S 68 WINS OPEN PLAY-OFF AT TAMARISK

Jerry Barber of Wilshire Country Club served notice Monday by winning his third title in four years that he intends to make the Southern California Open Championship his private property.

This time it required a playoff, but Barber proved equal to the occasion.

He fired a sensational 68 at Tamarisk Country Club, four under par, to defeat Bob Rosburg of San Francisco, who was two over par with a 74. Barber had a 34 on the first nine, one less than his opponent.

The win was worth \$700 to Barber, with Rosburg taking \$500 for second place.

ROSBURG AND BARBER had tied at the end of the regulation 54-holes with 207s, with the San Francisco pro missing

See TAMARISK, Page 6a

Dr. James Kyle of Cathedral City Taken by Death

Funeral services for Dr. James Kyle, of Cathedral City and Redlands, will be held at 2 p.m. today, Thursday, at the Cortner Mortuary in Redlands, with Dr. Graham Hunter, pastor of the Cathedral City Community church, and Dr. Frank Fegerburg, pastor of the First Baptist church of Redlands, officiating.

Dr. Kyle, after whom Kyle Park in Cathedral City was named in recognition of his efforts for securing the park, died Monday evening in Redlands.

Mrs. Kyle is the only immediate survivor.

It is requested that flowers be not sent, with persons wishing to make memorial gifts asked to send them to a Kyle Park Memorial Fund, or to the Cathedral City Community church Memorial Fund.

Hotel Division to Hear Employe Relations Talk

Eugene V. Rossi, director of Industrial Relations for the National Employers Council, one of the nation's top authorities in his field, will make the principal address before an 8 a.m. breakfast meeting of the Hotel Division of the Palm Springs Chamber of Commerce at Sunny Cove today.

In addition to hotel members, the meeting will be open to all who are interested in labor and employe relations.

Also in the program are Dave McClay, manager of the Palm Springs Employers Association, and George Ripley, manager of the Desert Hand Laundry. Rossi's presence was obtained by Frank Bogert, manager of El Mirador and a director of the Chamber.

Sunny Cove is just beyond the Castles Del Monte on South Palm Canyon Drive.

George and Jan Olman of Olman's Travel Service, who are in attendance at the convention, will be hosts.

Season Under Way in Full Swing, Chamber Reports

The fall season is fully under way, especially for the Palm Springs Chamber of Commerce.

One of their many features is answering requests, at the office, by mail and by telephone, and a large increase in all three of these facilities was shown during October, Manager Xavier Lucius reports.

Last month, 2,862 personal inquiries were made at the office, compared to 525 in October of 1953, and 2,856 telephone in-

Travel Agents View Village on Return Journey

Thirty travel agents from throughout the United States will make a second trip to Palm Springs Sunday, a post-convention tour.

A similar group visited here October 26 prior to the convention of the American Society of Travel Agents being held in San Francisco November 1 through 5.

The group will arrive here from Los Angeles at 3:30 p.m., and will be entertained at a cocktail party hosted by The Desert Inn. They will be guests at El Mirador hotel, leaving the Village the following morning.

George and Jan Olman of Olman's Travel Service, who are in attendance at the convention, will be hosts.

Inside of the Sun

Solomon in all his glory... On page 1b today there's information on what the mole will look like as Palm Springs set the styles for men. Pictures and the story.

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Publisher's Corner 4b

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Students Busy Writing on American Citizenship Theme

"I am proud to be an American because . . ."

That phrase was running through the heads of a score of students in four Palm Springs area schools today as they prepared their essays in The Desert Sun's prize patriotic contest which will close November 15.

The contest is limited to 250 words on the American citizenship theme. It is open to students in grades 7 to 12 and is divided into three brackets, classes 7 and 8, 9 and 10, 11 and 12.

First prize in each division is a \$50 savings bond and second prize a \$25 bond.

Americanization certificates go to the next six best essayists in each bracket.

The contest has been endorsed by Governor Goodwin Knight and Senator Thomas Kuchel.

Dr. Benjamin Goldberg is contest chairman for The Sun and there are 17 judges to pass on the essays.

Students competing are from four schools, Palm Springs high school, Nellie Coffman Junior high, Palm Valley school and St. Theresa school.

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Palm Springs is Popular

Forty File Applications for Position as Police Chief

Palm Springs is a popular city, when it comes to prospective police chiefs.

City Manager R. W. Peterson reported this week that approximately 40 applications have been received for the position vacated by John S. Davis, with several more having application forms.

No closing date has been set for filing of applications, Peterson said.

During the interim period, Capt. Orest Johnson is serving as acting chief of police.

Phillips Wins Re-Election as Congressman

Palm Springs Area Gives Long Lead to Knight, Kuchel

Palm Springs sent 2573 voters to the polls Tuesday out of a total registration of 4116 and the result was heavily Republican. The turn-out of voters was 62½ percent.

The Village went strongly for Gov. Goodwin Knight, Senator Thomas Kuchel and Congressman John Phillips. The Palm Springs area, from Desert Hot Springs to Palm Desert went even heavier for the Republican candidates.

THE VOTE for governor here and in the Palm Springs area was:

Knight	1812	2843
Graves	773	1139

In the senate race, Kuchel also received a large majority here. The vote for the city and the combined vote for city and surrounding area was:

Kuchel	1643	2617
Yorty	814	1205

The Village also aided in the re-election of John Phillips to congress from the 29th district. The vote was:

Phillips	1640	2605
Shangle	813	1328

Only precinct in Palm Springs to give Graves, Yorty and Shangle a lead was precinct nine.

The other 14 precincts all gave Knight and Kuchel a lead but precincts two and eleven preferred Shangle.

CONGRESSMAN PHILLIPS swept Riverside county and had a substantial lead over Shangle in Imperial county, the other county in his district.

Gov. Knight and Senator Kuchel also had a commanding lead in the total Riverside county vote and in the state.

Proposition No. 3 carried every one of the 15 city precincts and the eight precincts outside of the city limits in the local area. No. 3 will change the control of alcoholic beverages in the state.

On No. 4, to increase the old age pensions, was close but total was against the proposal here by approximately 100 votes.

Monday—Departure day.

Dedication Plans Complete Today

Tamarisk Park
For Your Enjoyment.
Dedicated November, 1954."

This will be the inscription on the plaque which will be placed at Tamarisk Park at dedication ceremonies Sunday, November 14, to which all villagers and visitors are invited.

Families are asked to bring a picnic lunch at noon and enjoy the park facilities. Games for children have been planned from 1 to 2 p.m., and the Palm Springs high school band will present a concert from 2 to 3 p.m.

Congressman John Phillips will be the featured speaker at the dedication ceremony itself at 3 p.m. Mayor Florian Boyd will give a welcome address.

The program arrangements are in charge of the city park and recreation boards.

Selman to Take Indio City Post

Tony Selman, civil engineer with the City of Palm Springs engineering department for the past two years, has been named director of public works for the City of Indio, effective Monday, November 8.

A native of Valparaiso, Indiana, Selman was associated with the Illinois State Division of Highways for three and a half years before coming here.

He and his wife, Joan, are well known to Villagers and to Southern Californians for being the parents of three sets of twins, all daughters, and one son.

Selman has been active in the Palm Springs Knights of Columbus, and is now serving as Grand Knight.

They will move to Indio as soon as possible.

LICENSE PLATE STOLEN

Theft of a license plate from his car while it was parked in the 200 block of North Palm Canyon drive, was reported to police Tuesday evening by Bruce Dailey, 1380 Pasco de Marcia. The plate had been broken off from the frame.

First prize in each division is

Private Funeral Services Today for Mrs. Strebe

Private funeral services will be held this afternoon at 2 o'clock at Wiefels and Son chapel for Mrs. Grace Strebe, long time Villager, who succumbed at her home, 365 East Alejo road, Monday afternoon after a long illness.

Her three sons, Earle, city councilman, George, prominent local restaurateur and Warren, theater manager, were at her bedside when she passed on.

She had been a resident of Palm Springs since the early 30s and survived her husband, George "Pop" Strebe, by four years.

Another son, Homer, of Indianapolis, and three daughters, Mrs. Lillian Davis and Mrs. Bernice Lafrantz of Palm Springs and Mrs. Henrietta Meyer of Big Bear Lake also survive her.

She leaves 18 grandchildren and two great grandchildren.

The family asked that no flowers be given but that instead, the money be given to local charities.

The Rev. William A. Blondon, rector of St. Paul's in the Desert Episcopal church, will officiate at the last rites at Wiefels. Only members of the immediate family will attend the services and also the burial service which will be at Palm Springs cemetery.

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dummies in front of the St. Theresa school as Halloween got under way early. Police are holding the dummies, waiting for the owner to claim them.

UNEDITED

By BILL RASHALL

Here's a quote handed to me by a smiling clergyman which is a good one with which to start this column.

"Nobody grows old by merely living calendar years; people grow old by deserting their ideals. Years wrinkle the skin, but to give up enthusiasm wrinkles the soul."

And believe me this Minister of the Soul has a perpetual smile on his face, the mirror of a soul that is un wrinkled! I'd mention his name but he doesn't desire any publicity of any kind.

AND IF YOU BELIEVE my soul isn't wrinkled to some degree you should try to carry out some of the assignments handed me news-wise by the Los Angeles Examiner, a great newspaper for which I have been correspondent for these many years.

The gentle voiced city editor of that newspaper, fire eating, soul-smoldering Jim Richardson, for whom I worked as a kid, can tear your eardrums apart one second and then be as coaxing as a blonde looking at a sugar daddy with a sable coat in her hand—that is when Richardson wants something very, very badly.

"Find Van Johnson," he ordered, "and get a story out of him about a lawsuit that has been filed against him in the Los Angeles courts."

NOW I KNOW that Van Johnson or any of these stars just do no talking except to say "no comment" or "see my attorney." I trailed Van from place to place one step behind him all of six hours the other night. I called Richardson once in utter fatigue but he shouted: "Stay with him and get a statement." Once upon a time, city editors like that, and there are few such great newspapermen left today, would shout: "Get a statement or don't come in. If you do, go to the cashier and get your check."

But at last I was successful. Bumped into Van Johnson at Don the Beachcomber. He was pointed out to me by Mari Pohl, publicist for the Racquet Club. Van and his lovely wife are staying there.

Up to Van I rustle and stop him just as he is about to sit down. No statement. "See my attorney."

But he and his wife informed me that they are looking for a home in Palm Springs or nearby — perhaps down Thunderbird or Tamarisk country club way.

"We love this desert and if we find the home we are looking for we will truthfully be able to call this Palm Springs our home."

Five Dwellings Begun in Village District in Week

Building continued brisk in Palm Springs and surrounding area during the past week with five more dwellings begun, three here and two in Palm Desert, a large apartment at Rancho Mirage and one pool.

Permits issued by the city department of building totalled \$61,000 and by the county building office in the Palm Springs vicinity, \$62,663.

City hall permits went to:

Mr. and Mrs. Warren Cable, 1095 Sagebrush drive, dwelling, \$18,000.

J. I. Cavitt, 1629 Verbena drive, dwelling, \$13,000.

Mr. and Mrs. Frank Dalton, 2975 Baristo road, W. M. Darling, addition, \$5,000.

Thor Frederickson, 248 Palo Verdes, dwelling, \$17,000.

Earle G. Lloyd, Rancho Trailor Park, addition, \$4,000.

Warren Smith, 546 Warm Sands drive, J. Pawling, swimming pool, \$4,000.

County building permits went to:

Bert E. Corporon, Rancho Mirage, duplex, \$22,273.

C. T. Gordon, Palm Desert, C. T. Gordon, dwelling, \$7,920.

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John L. Hewson, 1000 Palms, addition, \$200.

L. E. Robbins, Palm Desert, dwelling, \$24,350.

and C. C. Hutchins, his business manager, are in Sacramento and visiting other communities, seeking ideas. He has one great idea that may make some person in the Village and only a Desert Sun reader richer by a \$1000. It will be announced soon. Watch for it.



NEW PARTNER — Robert W. (Bob) Davis, insurance agent of many years experience in the mid-west who is now a partner in the firm of Lehrfeld-Davis Insurance agency in the Oasis building.

Robert W. Davis with Lehrfeld

A cocktail party in the foyer of The Oasis building adjoining their offices was the occasion for the announcement by Mr. and Mrs. Alfred Lehrfeld that the Lehrfeld Insurance company has expanded to include the partnership of Robert W. Davis. More than 200 Villagers attended the event.

Davis, who enters the insurance field here comes to Palm Springs with many years of experience in various phases of the insurance business. Most of the time he has spent in the insurance field was in the middle west. He was an executive with the Frederick Rauh & Company of Cincinnati, Ohio.

He said that he had retired at one time to a farm in Virginia but due to the illness of a child traveled west and then on to Palm Springs. His first visit was in 1945. The new partnership will be known as the Lehrfeld-Davis Insurance agency.

Plaza Theatre

PHONE 4384
Doors open nightly 6:45

• Now Showing •
THE GREAT LOVE STORY BY THE AUTHOR OF "THE ROBE"

JANE WYMAN ROCK HUDSON BARBARA RUSH

LLOYD C. DOUGLAS Magnificent Obsession COLOR BY TECHNICOLOR

AGNES MOOREHEAD OTTO KRUGER Shows at 7 and 9:15 Feature 7: 20 and 9:45



THEY'RE REALLY FUNNY — Davis and Reese, considered by many critics to be the funniest and the craziest as well as the zaniest comics, head the current bill in the Starlite Room of the Chi Chi. Along with them which comprises a show of dazzling dancing and brilliant comedy are Betty Holiday, lovely TV songstress and Jimmy Ray, Palm Springs' favorite dancer. He is the soft shoe tap artist, remember?

Dr. Hoff Tells Lions Club of School Expansion Needs

The rapidly accelerating growth of Palm Springs and the surrounding desert area and its relaxation to school expansion needs, was the topic of Dr. A. G. Hoff, superintendent of Palm Springs Unified School district in a talk before Palm Springs Lions club Thursday noon.

Dr. Hoff, president of Palm Springs Rotary club, was introduced by Warren Linville, principal of Katherine Finchy school, program chairman for the day.

DISCUSSING the great growth of the area, Dr. Hoff said that the increase this year over last year was 11 percent, whereas the average yearly increase in the past few years had been between 5 and 6 percent. He said that the enrollment as of now was as great as the peak last year and that this year's peak, in the Spring, should approximate 2,000.

Discussing the proposed bond issue of between \$1,500,000 and \$2,000,000, he said that it would add from 15 to 20 cents per \$100 in taxes. He said that the present tax rate is \$1.34 per \$100 and that the maximum allowed is \$1.65. He added that many districts in the county and state were over the maximum after special elections.

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Malicious

Youngsters Break Electric Neon Sign

Malicious mischief, breaking of an electric neon sign at 343 North Palm Canyon drive by a group of youngsters using a bean shooter, was reported to

police early Sunday evening by Harriet Henderson.

The youngsters were located by investigating officers, and an 11-year-old boy admitted the accidental damage.

The youth was advised to have his father contact the owner of the hotel, and pay for repair of the sign.

Johnson Going to Prudential Meet

Johnny Johnson, Palm Springs representative for the Prudential Insurance Company of America, will attend the Region "Q" President's Club business conference at the Arizona Biltmore, Phoenix, Ariz., November 10 to 13.

Johnson will be especially honored when he receives membership to the Western Leaders Roundtable, an organization of leading Prudential underwriters.

The Palm Springs delegate

will meet with more than 200 top Prudential field men from the California-Arizona area to discuss the problems of the life insurance industry and methods of bringing added service to policyholders.

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PURCHASE LA PAZ GUEST RANCH — Mr. and Mrs. William Halloran of Seattle who last week purchased La Paz Guest Ranch, are two more visitors who have stayed to become part of Village life. Pictured above with their dog "Miss Boo," they have already begun to enjoy the desert. The Hallorans have announced that La Paz is open for business.

La Paz Guest Ranch Sold to Seattle Hotel Owners

The colony of Washingtonians in Palm Springs is growing month by month, season by season, and year by year.

As visitors, winter guests, home owners and hotel operators, another addition to their number was added this week with the official announcement that the La Paz Guest Ranch had been purchased by Mr. and Mrs. William Halloran of Seattle.

SALE OF THIS PROPERTY. one of the largest recent transactions, was handled by Muriel E. Fulton, local realtor, who represented the sellers and J. D. Minster company of Los Angeles for the buyers. Reported consideration was around \$400,000.

The Hallorans are not strangers to Palm Springs and are experienced in the hotel business. Owners of the Frye hotel

Entire Resort Area Due for Successful Season

Clifford Henderson, founder of Palm Desert and organizer of the famed Shadow Mountain club, predicted today that the entire Palm Springs resort area is headed for one of the most successful seasons in many years.

"Palm Springs is presently in the throes of one of the big-

gest expansion programs in its short history," Henderson said, "and the entire resort area of Palm Springs which, of course, includes Palm Desert, is headed for unprecedented heights this winter season."

He based his predictions on the large number of inquiries regarding home and properties at Palm Desert and the optimistic attitudes of persons he has spoken to both in Palm Springs and elsewhere regarding the desert.

"Furthermore," continued Henderson, "the smog in the Los Angeles basin has and is figuratively forcing residents in that area to think about the clean air and sunshine regions of this desert."

Brothers Held in Burglary Effort

Rudy and Guillermo Fontes, both 25, were arrested by Palm Springs police about midnight Friday on a charge of attempted burglary of the Greyhound Bus depot, 221 North Indian avenue. Officer W. L. Jessup, across the street at the time, saw the two brothers wait until a bus had arrived at 11:40 p.m. and picked up three passengers, then one left temporarily while the other went around to the side of the building and broke a window with his fist.

ANXIOUS TO PLEASE Give Candinavia Chocolate This Christmas

Choose gifts of good taste, the finest candies, gaily packaged to express your thoughtfulness of the Holidays

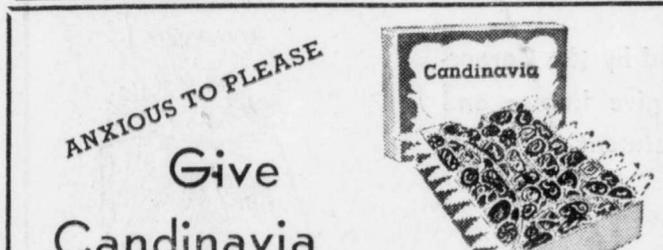
PALM SPRINGS ASSORTMENT 2 pound box \$3.20

Has rich chocolate, hand dipped, with a wonderful variety of fondants, caramels, nuts and fruits.

ORDER NOW FOR YOUR GIFT LIST Other tempting assortments available.

CANDINAVIA

132 North Palm Canyon Drive
2 doors south of the Bank of America



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Choose gifts of good taste, the finest candies, gaily packaged to express your thoughtfulness of the Holidays

PALM SPRINGS ASSORTMENT 2 pound box \$3.20

Has rich chocolate, hand dipped, with a wonderful variety of fondants, caramels, nuts and fruits.

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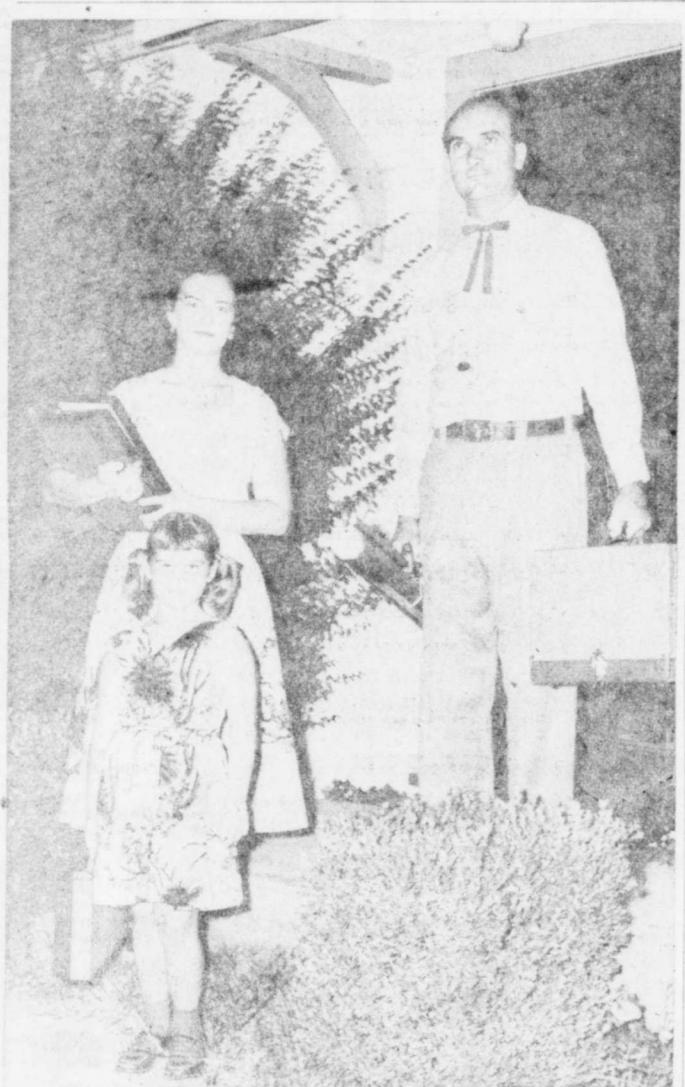
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CANDINAVIA



(Anderson Photo)
ON THE DANCE FLOOR — The Jack Kenastons are pictured on the dance floor at The Tennis Club opening. They were with the Churchill party.



AT MUSEUM — Verl, Donna and Kathy Martin who will appear in a lecture, "Tales and Trails of the Desert" at the Desert Museum Saturday night.

Noted Soloists to Feature Presentation of "Creation"

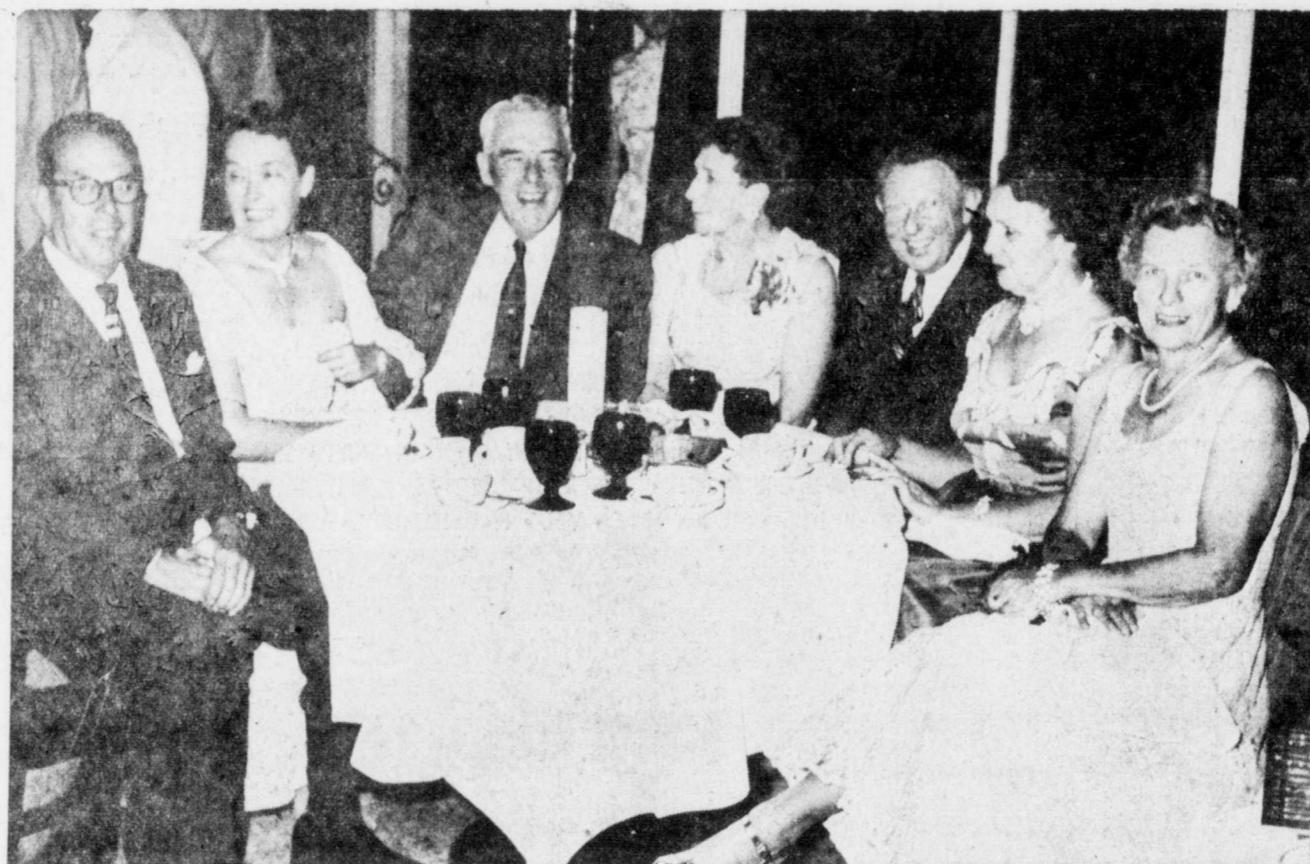
Soloists with the Palm Springs Civic Chorus for the forthcoming presentation of Haydn's Creation will be Eugene Allen, Wynne Davis Hammond and Alex S. Hammond. The Creation, directed by Harry Tomlinson, will be sung Sunday, November 7, at 8:15 p.m. at the Jewish Community Center, 332 West Alejo road.

Mr. Allen, tenor, is a student in the music department of Los Angeles City College. He has sung under the direction of Dr. Hugo Strelitzer with whom he will sing the leading role in next year's production of La Bohème.

The Hammonds are well known in Los Angeles, Hollywood and Palm Springs for their appearances in the Messiah. Elijah and the Creation. Mrs. Hammond has sung roles at Hollywood Bowl and Los Angeles Philharmonic Auditorium with the Civic Light Opera Association. It was then that Mrs. Hammond won the Grand Prize in the Festival of Allied Arts Contest. She also sang the role of Marcellina in Beethoven's opera, Fidelio, at the opening Music Festival performance in Pasadena Civic Auditorium, under the baton of Dr. Richard Left.

Both Mr. and Mrs. Hammond sang in radio and pictures prior to their arrival in Palm Springs. Mr. Hammond will be particularly remembered for his excellent interpretation of the title role of the oratorio, Elijah.

Tickets for the opening concert, the Creation, are now on sale. They may be obtained by contacting any member of the



(Anderson Photo)
AT THE OPENING — Mrs. Austin G. McManus was hostess to a dinner group at The Tennis Club opening. At her table,

PALM DESERT

By MRS. HELEN ANDERSON

HALLOWEEN FUN

Halloween did not go by unnoticed in Palm Desert and the surrounding territory. Many of the children had their own private parties in celebration of the occasion . . . others went to such functions as the Parent-Teacher Association sponsored Carnival held at the Riverside Fair Grounds in Indio. Much originally was shown by the children in their costumes—hula dancers, hobos, long skinny skeletons, and big fat characters, witches, goblins, scare crows, pumpkins, devils, cats, majorettes, flappers, ghosts, gypsies . . . the Mardi-gras in miniature parade.

AT SHADOW MOUNTAIN CLUB
The Little Shadows and Tri D's held a joint meeting Saturday masquerading as cowboys, ghosts, bunnies, gypsies, flappers, skeletons, dolls, witches, knights, kittens, devils, South Sea Islanders, and clowns. Traditional bobbing for apples, fortune telling, and not so traditional "Pin the Patch on the Witch" were the order of fun for the day, with junior leaders at the heads of the teams. Songs were sung around a camp fire with Lou Kuehner as leader. Jack O'Lantern sauntered up to chat with Kuehner, waved his hand over the fire to make it shoot way up . . . then led the children to the decorated snack-bar, where they enjoyed hot chocolate, donuts, and favors. Sixty-five children attended.

Among those who helped with the party and decorations were Mmes. Robert Coates, Virginia Descheneaux, Bebe Bischoff, and Mrs. Blankhorn (from Santa Monica). Also, Joe Hughes, and Karen Andrew, Winnette Andrews, David Lasley, Lorey Lasley, Judy Geller, Nancy Arnold, Joe Malone, Jean Hanousek, Marnie Woodsmall, and Kathy. Several of the Tri D's acted on the decorating committee including Kathy Malone, Vicki Wenck, Kenny Roberts, and Barbara Keedy.

ADULT HALLOWEEN

Adults may have been a little less decorative in their attire at the Saturday night Halloween party at Shadow Mountain club, but no less exuberant. Messrs. and Mmes. Milton Page and Bill Doty aided by Lou Kuehner served on the committee. Ferocious looking black widows hung from the rafters, black candles in star shaped candle sticks on the tables created the proper "Hernandez' Hide Away" look. Highlight of the evening came when those who wore costumes paraded on the dance floor for the guests.

to determine by applause which were the most captivating. Winner was Mrs. John Moot, dressed in red and white '20's garb. Runners up were Cliff Henderson, dressed as a clown, and Mr. and Mrs. Kapp, dressed as Chinese couple in traditional pajamas.

Mr. and Mrs. Stanley Ring showed pictures on taxation and the Red web at the home of Mr. and Mrs. James Easley Friday night. Among those present were Dr. and Mrs. P. Martin Baker, Bert Cavanaugh, Evelyn Sahland, Dr. Burden and Dorothy Thompson, the Stewart Trumbles, and Helen Anderson. After the pictures a discussion followed.

Mrs. Helen Roberts (manager of Sun Lodge Colony and House of Riley), said Bill Roberts is stationed in Virginia, and that Ken has started his first year at Riverside Junior College. She traveled all over the country this Summer . . . had planned on going to Nassau from Florida, but was stopped by "Edna" (the hurricane). Sun Lodges promise to be one of the most

seated left to right, were John F. Luccareni, Mrs. Harold Bettner Meloth, Dr. Henry S. Reid, Mrs. McManus, Mr. Meloth, Mrs. Luccareni and Mrs. Reid.

colorful spots on the desert with 100 flats of petunias being planted around the cottages this fall.

Activity was brisk on the tennis courts at Shadow Mountain club last weekend. Mixed doubles finals were played on Sunday, winners being: Ladies' finals, Mmes. David MacClaymet and Don Neilson vs. Mmes. Robert Craig and David Lindenauer, Score 6-2, 6-1. Men's finals, Messrs. Gene Roberts and Clarence Bosworth vs. Jack Burgess and Robert Craig. Score 6-2, 5-7, 6-0. Mixed doubles finals, Mr. and Mrs. David MacClaymet vs. Mr. and Mrs. James (Monte) Wenck. Score 6-2, 6-1. There were 26 entries in the

runners up, and about 100 members and guests turned out to watch the tournament on Sunday. Those serving on the Tennis Committee are Gene Roberts, Milton Page and Dotty Wenck aided by Vini Rurac (tennis professional at the club).

Cub Scouts, Pack 76, held meetings of Den 1 and Den 2 at the homes of Mmes. Stanley Ring and William R. Johnson. Boys are busy working on projects for the Pack meeting Wednesday night, November 17. Theme will be the Gold Rush, and Cubs are building or making everything from gold nuggets to a ghost town.

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PALM SPRINGS, CALIFORNIA The Desert Sun — 4a
Thursday, November 4, 1954 and PALM SPRINGS NEWS

HUNDREDS OF SLACKS!

... and we mean literally hundreds of Slack slacks by Haggard and Palmday at prices ranging from \$6.95, 2 pair \$13; to \$8.95, 2 pair Part Dacron, to \$9.95. \$10.95; \$12.95 and \$15.95. For All-Wools and Wool-Dacrons in flannels, worsteds and sheens.



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CLOTHING — SHOES — SPORTSWEAR
155 E. ANDREAS — Opposite California Electric

mary helen teens . . . presents

Beverly Beck
and
Dana Schmidt

on the teenagers platter party
Notice change of time
9:30 Saturday night — KCMJ

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SUN KING
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ON THE MAYFLOWER TRAILER AT THE
TRAILER RALLY



Something Really New

SAHARA PARK

A completely new Trailer Park with a built in Country Club atmosphere, in a location that is beyond description — at the south end of the Village. Luxurious Club House, Heated Swimming Pool, Shuffle Board courts, spacious lots and wide dust-free roads, and all the things that go for gracious living.

All utilities are underground including natural gas and TV piped to each lot.

Our land is owned by the Corporation, hence we can give Leases and security for your investment.

We would like to have prospective tenants and Villagers alike, pay us a visit and look the Park over.

Rentals from \$45 to \$53

Spaces Available

NOVEMBER 5

1955 Camino Real

Phone 2462



The King's Quarters
Palomino
Flannel Jackets
Sizes 8 - 20 — \$11.95 to \$13.95
Reversible Jackets
Sizes 8 - 20 — \$9.95 to \$12.50
Two Toned Polo Shirts
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Washable — sizes 10 - 20 — \$3.95 to \$6.95
174 North Palm Canyon Drive
(in The Center)

The Desert Sun—5^a
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 4, 1954

Lesses of Land on Reservation to Meet Friday

Lessees of Palm Springs Indian Land will hold their twentieth meeting since organization on November 6, 1953, at 8 p.m., Friday, November 5, at the Frances Stevens school cafeteria.

Events of the past year will be reviewed, President George Prosser said, and other items discussed.

The group has met once monthly during the Summer months.

In its review which has been sent to each member, it was pointed out that the following persons have appeared at meetings to talk on topics of interest to the members:

Superior Court Judge Hilton McCabe, Councilmen Ted McKinney and Jerry Nathanson, Judge Wallace P. Rouse, Judge Vernon V. Hilliard, Helen Hester, Clifford Campbell, Leonard Bock, Joseph Palozzi, Supervisor Homer Varner.

Milton Mack

Back in Village
with James Realty

Milton Mack, well known former Villager, has returned to town and is now associated with the Martha James real estate office.

Mack was here from 1942 to 1948 and again briefly from 1949 to 1950.

"Should never have left Palm Springs," he said on arrival this week.

His return to Palm Springs followed a letter he wrote to Miss James from San Francisco in which he said that the climate there was "getting him" and he yearned for Palm Springs.

She called him long distance and in 15 minutes he had agreed to return to the Village to return to the real estate activity here.

Casa Blanca

New Name Given
Chance Hotel

Julius Levine, manager and co-owner with Dr. and Mrs. Robert Pearson of the Chance hotel and apartments, 1342 South Palm Canyon drive, said Monday that the name of the hotel will be changed to the Casa Blanca hotel.

In keeping with the new name, all buildings will be painted white.

Since they purchased the hotel and apartments from Mr. and Mrs. A. C. Harris a few weeks ago, they have added a pool and other improvements.

Levine said that several other improvements and additions are planned at the spot.

Clapps Purchase New Home Here

Joseph G. Clapp, superintendent of mails at the Palm Springs post office, and his wife, Marguerite, have purchased a new home at 185 Linda Vista road in El Mirador Park.

Clapp was transferred here from San Bernardino where he has been with the post office for almost twenty-five years. Mrs. Clapp is a teacher in San Bernardino and will spend weekends here until her contract is terminated. They have a daughter, Carol Louise, who has enrolled in the Palm Springs high school.

The Clapps started looking for a home here in August when he was transferred and just recently found the one of their choice through Howard Palmer of the Terry Ray realty office who handled the transaction for both buyer and seller.

Lounge Pad, Garden Tools, Go to Thief

Theft of a chaise lounge pad, a towel, rake and hoe from an enclosed patio at 371 Pablo drive and a tool cabinet at 365 Pablo drive, while he was absent from the Village between September 13 and October 30, was reported to police by W. E. Froude.

Value of the articles taken was set at \$22.42.

The Mail Bag

THEY WANT THE SUN
(From the Smith News Company of Los Angeles, who maintain newsstands in downtown Los Angeles).

We have had the greatest run on your paper today in many years. Talking to many people who were buying them, they said they were looking forward to going to the desert because of the smog we have had here. Kindly increase our order.

HARRY SMITH
Smith News Co.

mayfair
SUPER MARKETS

444 N. Palm Canyon Drive
Palm Springs

Advertised Prices Good
Thursday thru Sunday, November 4, 5, 6, 7
No Sales to Dealers
Limit Rights Reserved

**WATCH FOR MAYFAIR'S
First of the Week Bargains
when you shop Mon-Tues. Wed.**

Chicken of the Sea

FROZEN TUNA PIE

4 Reg. Pkgs. \$1

Kermin's Frozen Pies

All-Chicken
All-Turkey
Beef
4 Reg. Pkgs. \$1

Gorton's FISH STICKS

47¢ Reg. Pkg.

MAXWELL HOUSE COFFEE

**1-lb. Can \$1.05
2-lb. Can \$2.07**

DELICATESSEN

Plumrose, Imported

Canned Ham

Cooked, Boneless 2-lb. Can \$2.39

Creamy Loaf American Cheese

Sandwich Sliced 49¢ lb.

MAYFRESH

Mayonnaise

MAYFRESH Canned Milk

FOOD CLUB Tomato Catsup

2 14-oz. Bottles 25¢

6-oz. Cello Bag

5¢ Per Pkg.

Apples 3 lbs. 19¢

Garden Fresh Celery

Tender Crispy 3 lb.

6-oz. Cello Bag

5¢ Per Pkg.

LAMB CHOPS

79¢ lb.

Rib Cut LAMB CHOPS

79¢ lb.

Shoulder Cut LAMB CHOPS

59¢ lb.

Shoulder LAMB STEAKS

69¢ lb.

Tender, Meaty LAMB BREAST

15¢ lb.

LAMB PATTIES

39¢ lb.

Large Sirloin LAMB CHOPS

79¢ lb.

Large Sirloin LAMB CHOPS

79¢ lb.

Large Sirloin LAMB CHOPS

59¢ lb.



(Partridge Photo)

AT TAMARISK — On the first tee-off just prior to the play-off Monday to decide the winner of the Southern California Open Golf Championship are pictured, left to right, Arthur Anderson,

From Page 1—MORE ABOUT TAMARISK

17th when Rosburg drove into a trap.

TIED FOR THIRD, four strokes behind the leaders with 211s, were defending champion Smiley Quick, and Billy Maxwell, Texas sharpshooter. Quick had the best round Sunday, a 68, to gain three strokes on Maxwell.

Gene Little of Thunderbird, tournament favorite, after a disastrous first day score of 75, came through with two 69s to tie with Paul Runyan and Harry Bassler for fifth place with 213. Runyan had three rounds of 71, and Bassler had a progressive score of 70-71-72.

ERIC MONTI took eighth with a 214, while Jimmy Hines of Thunderbird, Zell Eaton and Frank Rodia tied for ninth with 215s.

Frank Stranahan, first day

leader with a 66 in his first Southern California tournament since turning pro, was way off his game the following two days and ended with a 221. He shot a 73 Saturday, and then zoomed to an 82 Sunday.

Low amateur was Gene Andrews with a 220, on rounds of 73-74-73.

Elly Vines, new Tamarisk pro, finished with a 224, five strokes behind the money winners.

Results were:

2nd—Bob Rosburg, 68-67-72; Jerry Barber, 69-69. (Play-off winner, 8700); loser, 5900.

21st—Smiley Quick (3350), 72-71-69; Billy Maxwell (3350), 70-70-71.

23rd—Gene Little (3223), 73-69-69; Harry Bassler (3223), 70-71-72; Paul Runyan (3223), 71-71-71.

24th—Eric Monti (175), 70-72-72.

25th—Frank Rodia (125), 75-71-69;

26th—Bill Eaton (125), 72-71-73; Zell Eaton (125), 70-70-75.

27th—Walt Duda (175), 72-72-73; Dick Lundquist (175), 71-74-73.

28th—George Schneithor (350), 71-74-73.

29th—Bud Holzschier (320), 73-72-74.

30th—Jerry Clark (320), 74-76-69; Chuck Rotar (320), 72-77-70; Cecil Harris (320), 71-72-71; Bill Clegg (320), 72-77-70.

31st—Gene Andrews, 73-74-73; Chet

15th Salton Sea Races this Week

Speedboat enthusiasts from all over Southern California are rallying at Desert Shores on the Salton Sea for the 15th annual Salton Sea regatta and predictions were ripe that new records would be set in this weekend races.

Top drivers are out to attack the 178.493 miles per hour all-time, all-water record and thrills aplenty are promised for the event.

Desert Shores is located on the south side of the sea, about 49 miles from Palm Springs on Highway 99.

READ SUN
CLASSIFIED ADS

The Desert Sun—**6¢**
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA

Thursday, November 4, 1954

8TH ANNIVERSARY SALE 8TH ANNIVERSARY SALE 8TH ANNIVERSARY SALE

Greatest Shoe Sale of the Year

TERRIFIC PRICE REDUCTIONS — AT COST! NEAR COST!

SALE STARTS FRIDAY, NOV. 5th

DOORS OPEN 9:00 A.M. —DOORS OPEN AT 9:00 A.M.

WOMEN'S WEDGIES

ORCHID and COBBLERS
Good Sizes
Values to \$10.95

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High - Medium - Low
Various colors—Nationally
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Values to \$11.95

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FOR HIGH SCHOOL GIRLS

FINE LATEST STYLES
Slip ons — One Group
Values to \$4.95

288

LADIES' WASHABLE

Nationally Advertised Brands
Values to \$4.95
All good sizes

244

EXTRA! EXTRA! CHILDREN'S SHOES

EDWARDS WHITE OXFORDS
One Group
Goodyear Welts

388

MEN'S CUSHION CREPE

OXFORDS — One Group
Values to \$11.95
Good sizes

488

MEN'S DRESS SHOES

Nationally Advertised
Good selection of sizes
Values to \$14.95

688

CLOSE OUTS

STACEY ADAMS — CITY CUB
BOSTONIANS
Values to \$22.95

988

BOYS' SHOES

Oxfords and Buckle Styles
Official Boy Scouts - Buster Brown
Close out! Values to \$8.95

488

MEN'S WORK SHOES

Well Known Brands
Close out values
to \$10.95

488

— ALL SALES FINAL —

INDIO SHOE STORE

45-102 SMURR AVENUE
INDIO, CALIFORNIA

Indians Meet Perris Friday with Title Hopes Brighter

With the championship again within their sights, Coach Clae Ballagh's gridders will travel to Perris Friday night to meet a team that has been hot and cold during the season.

The Indians are tied with Hemet and Elsinore for the top spot, but as they have delayed both of these teams they hold the lead under league rules and would be accorded the title if defeated at the remainder of the season, regardless of what other teams do.

PERRIS DEFEATED Banning 21 to 6, and Beaumont 57 to 18, while dropping decisions to Coachella 13 to 0, and Hemet 13 to 7.

Comparative scores are the Indians defeating Banning 18 to 14, and Hemet 13 to 12, while

losing to Coachella 20 to 19.

The Panthers ran wild last week in routing Beaumont with five players participating in the scoring. It was the last game for Fullback Joe Harris, and his teammates made it a big one.

BOTH TEAMS have a strong defense, with Perris having the edge in offense largely on its Beaumont score. If they could continue their drive this week, which is unlikely, the Indians would be in or an upset.

The other two leaders should have easy times recording their fourth wins, with Elsinore playing at Banning, and Hemet entertaining its cross-town rival, San Jacinto. The other game has Coachella at Beaumont, and the Arabs are heavy favorites to return to the winning column.

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ing its cross-town rival, San Jacinto. The other game has Coachella at Beaumont, and the Arabs are heavy favorites to return to the winning column.

Indoor Polo Returns this Weekend with Four Games

Indoor Polo will return to Palm Springs this weekend with four matches scheduled at the Polo Grounds featuring players from San Bernardino, La Jolla and Palm Springs.

To mark the opening of the season, Guy Campbell, in charge of arrangements, has invited a group of players rather than teams, and liberal substitution is expected. The public is invited.

MATCHES SATURDAY will start at 1:45 p.m., with La Jolla Ladies' team meeting a similar group from San Bernardino, and men's teams from the same cities competing in the second event.

On Sunday, at 1:45 p.m., the two men's teams will meet in the opener, and Palm Springs will play La Jolla in the second game. Expected to start for Palm Springs are Bill Moore, Guy Campbell and Lloyd Phillips.

Matches are expected to be held each weekend from now until April, either at the Polo Grounds, at Bill Moore's field sponsored by Tamarisk Country Club, or at Shadow Mountain Club.

THE FOLLOWING Saturday, November 13, the annual meeting of the Southern District of the Indoor Polo Association will be held at the Polo Grounds at 12 noon, with about 40 members and their wives expected to attend.

Polo will follow the meeting Saturday afternoon, and a barbecue is scheduled for Saturday

evening at the Shadow Mountain Club and Bill Moore's field.

Representatives of Phoenix and Tucson will also be represented at the meeting.

Spring Training Plans Started

Dewey Soriano, general manager of the Seattle Rainiers, will arrive in Palm Springs today or tomorrow to make arrangements for housing of the team during Spring training next March, according to word received this week by Xavier Lucas, Chamber of Commerce manager.

The Rainiers have a new manager, Freddy Hutchinson, former pilot of the Detroit Tigers.

RIVERSIDE COUNTY LEAGUE	W	L	T	TP	OP
Palm Springs	3	1	0	69	59
Hemet	3	1	0	44	56
Elsinore	3	1	0	40	49
Coachella	2	1	1	40	45
San Jacinto	2	1	1	54	44
Perris	2	2	0	85	50
Banning	0	4	0	26	58
Beaumont	0	4	0	37	34

Score	Friday
Palm Springs	13
Hemet	12
Beaumont	18
San Jacinto	14
Banning	6
Coachella	0

Games	Friday
Palm Springs	13
Elsinore	12
Coachella	11
San Jacinto	10
Banning	9
Beaumont	8

Wednesday

Thursday

Friday

Saturday

Sunday

Monday

Tuesday

DIVOTS

from PALM SPRINGS

By AVERY ALLEN

After four days on the mike at the first tee of the So Cal Open at Tamarisk I spent all last night watching little white balls sail out into the blue . . . wondering if I could keep the ball game on schedule . . . It was a great thing all the way.

Most of the Hollystars made the Pro Am which was the opener of the four-day whinging . . . Bing looked a little off his stick and in need of some more time in the sun . . . Phil Harris, back from Ensenada, where he and Barney Hinkle a fishing went, was in perfect timing and the crowd ate it up . . . Ralph Kiner, who just for the record had himself a little o'69 down Thunderbird way the other day and took a buck or two from Milt Hicks and Olin Dutro in so doing, played his usual long off-the-tea game . . . Gummo Marx and his little bro Harpo were entered and the gallery loved them . . . Harpo is now wearing shoes to play in . . . poor kid has been barefoot so long. Wrapped up into a real nice semi-main event.

MILY and TINY put the Open on the road with their season's opening buffet dusk and dark time. Thus . . . any time I have trouble at home I'm going to their houses to eat . . . they are the greatest for eat and hell for fun too.

This was my first So Cal Open and I was like a Country kid at his first circus . . . All the greats today, yesterday and tomorrow . . . a little like watching three rings at the same circus and trying not to miss a lick . . . And speaking of the greats of tomorrow I want to go on the books as being high on this new crop of kids coming along . . . dedicated to their game . . . just the kind of kids you wish you could take home to dinner. Kids like Bud Holscher, Eddie Myerson, Gene Little, Bob Rosberg and John Langford . . . they're just right in their hearts. When you meet Bud's little wife Bonnie who makes the tour with him and his Mother and Dad you see why this boy, just skidoo age, is going to the top . . . he can't miss . . . in my future

The layout of most courses affords one illusion after another, making both distance and direction hard to judge properly. The strange turf may seem slow when it is fast. Sand in the traps is lighter or heavier. Your partner or playing opponents may have playing styles or habits that upset you.

Yes, you can alibi. "Once I get the feel of this new course I'll do a lot better." But, there's the tip.

You'll do better only after you have overcome the same faults that handicap your play at home and it will be many times easier to lick them at home.

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Crosby Plays Many Different Courses

By ALEX J. MORRISON

Author of "A New Way to Better Golf," Teacher of Champions

Action photos of Bing Crosby bring to mind a side to every golfer's life, namely, the desire to play a lot of different courses and the notion that he should score better on the course "over the hill."

The desire to see new courses is a perfectly natural part of golf. It fits with the spirit of adventure and the challenge of ever-changing playing conditions. And playing over different courses does help to improve your game to some extent. The notion that you should score better at some courses away from home is not justified by the change alone. The new course would have to play at least 25 per cent easier than your home layout. Otherwise any new setup makes it less likely that you'll score better.

Here are a few of the reasons familiarity is one of the biggest factors in determining the results of your performances. This is proved whenever you try anything new about your swing, take on a different club or put on a pair of shoes.

Going to an extreme example you probably recall poor performances caused by nothing more than single subtle suggestion that small things about your game might be different, though actually they were not. To put it bluntly, if you haven't solved your problems at home why do you think that getting away is the solution?

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FIND BICYCLES

A sports racing bicycle which had been left in her yard at 574 Hermosa drive for three days, was turned over to police Monday by Barbara Windsor.

Articles contained in the suitcase included clothing and a watch, all valued at \$140.



Bing Crosby, who has a home at Thunderbird, is playing many different golf courses in the U.S. and abroad, has fulfilled the desire of every golfer to see if he can't play better on the course over the hill.

Morrison explains performances away from home.

Theft of a suitcase from his unlocked car when he left it unoccupied a few minutes while going to a grocery store, was reported to police Saturday evening by Thomas J. Mullins, 314 North Indian avenue. The theft was discovered while he was enroute to Los Angeles, Mullins said, and he returned home immediately to report the incident.

Articles contained in the suitcase included clothing and a watch, all valued at \$140.

James George Byrd was arrested by Palm Springs police early Saturday morning on a charge of suspicion of a felony, and is believed to be the man who accosted Arlene Collier, 572 Caile Abronia, while she was walking Wednesday evening along Ramon road.

Miss Collier reported to police at the time that a man had come out from the darkness at the side of the road, and had placed both hands on her shoulders. He left when she pushed him away, she said.

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Two Services for Community Church Sunday

Duplicate worship services will begin Sunday at Community church. Dr. Blackstone Jr., pastor, said. The first service is at 9:30 a.m., and the second one begins at the regular time of 11 a.m. A nursery will be provided for the care of young children from 9:15 to 12:15 with a trained nurse in charge. Special music, scripture reading and a message by Dr. Blackstone will be included in a special broadcast at 9:30 a.m. and will be heard at this same time each Sunday.

Dr. Blackstone will preach at both services using as his subject "Christian Growth Through Service." New members will be received into the fellowship of the church at 11. The Chancel Choir will sing at the 11 o'clock service and the High School choir will be heard at the 9:30 service. Sunday School will continue with its regular schedule beginning at 9:30. The Adult classes will combine and meet at the 9:30 hour in the church parlor with Rev. Deran Yaylor as the teacher.

The Christian Endeavor groups will meet at 6:15 p.m. The high school will meet in the church parlor and will have a "Wordless Meeting." The Junior High group will meet at the same hour in the Youth Chapel with Dr. and Mrs. Blackstone in charge.

At the evening service beginning at 7:30, the sound motion picture "Stranger in the House" will be shown.

Deception to be Topic Saturday of Pastor Smith

"How the Whole World Is Being Prepared to Receive the Devil's Last and Crowned Deception" will be the subject of Pastor D. Kenneth Smith at 11 a.m. Sabbath worship services of the Palm Springs Seventh-day Adventist church Saturday.

The lesson to be studied by the Sabbath School, beginning at 9:30, is entitled, "God's Presence With the Suffering."

Tuesday evening at 7:30 p.m. there will be the fourth study in the Book of Romans. This is proving to be a very helpful series to those attending.

The Tuesday evening class is currently being conducted by Pastor Fritz Guy of the Indo-Seventh-day Adventist church.

A.DAM AND FALLEN MAN" **LESSON-SERMON SUBJECT**

"If thou return to the Almighty, thou shalt be built up, thou shalt put away iniquity far from thy tabernacles." This verse from Job (22:23) is the Golden Text of the Lesson-Sermon on "Adam and Fallen Man" in all Christian Science services Sunday.

The majesty and glory of God made manifest through His great love to man is revealed in these words of the Psalmist (8:4, 6), "What is man, that thou art mindful of him? and the son of man, that thou visitest him?" Thou madest him to have dominion over the works of thy hands; thou hast put all things under his feet."

Readings from "Science and Health with Key to the Scriptures" by Mary Baker Eddy include the following: "Mortals have a very imperfect sense of the spiritual man and of the infinite range of his thought. To him belongs eternal life." "His birthright is dominion, not subjection." (pp. 258, 518).

Oceanside Man Plans Big Hotel

A two-acre piece of property on North Palm Canyon drive, owned by the Milleray Corporation, has been purchased by Max E. Lipman of Oceanside. Terry Ray, realtor, is secretary of the corporation.

The new buyer plans to build a hotel and shopping center on the property in the near future. The land, which is on the corner of Escuela, has 240 feet frontage on Palm Canyon. Lipman has built other market centers throughout California and feels that Palm Springs, with its rapid growth, is ready for this type of operation.

This well known property was sold by Amy Nelson, realtor, with the cooperation of Helen Churchill of the Terry Ray office.

Lutheran Services at Youth Center

386 No. Belardo Road
Every Sunday
at
8:30 A.M.

Rev. Paul A. Hilgendorf, Jr.

Choir Training Plans Announced at Cathedral City

Officers of the Cathedral City Community church have engaged Mr. and Mrs. Arden Clute of Redlands University to train their two Youth Choirs. Clute is a student preparing for the ministry and majoring in music and Mrs. Clute is also a musician.

The Music Committee, Albert E. Luster, Mrs. Norman C. Wickard, Jack Hillery and Mrs. Forest G. Wheeler, urges all students of the Cathedral City area to avail themselves of this opportunity to sing together under trained directors.

The Junior Choir, composed of young people of the fourth, fifth and sixth grades, meets for rehearsal with the Clutes at the church at four o'clock each Sunday and have an extra practice at 3:15 p.m. Wednesday. The Youth Choir of junior high students and older, meets at five o'clock each Sunday at the church.

Plan Additions to Cathedral City Church in 1955

Community Church of Cathedral City, the Rev. Dr. Graham Hunter, minister, adopted a program for the year, 1955, last Sunday. Part of the program is the addition of two classrooms. The Women's Auxiliary is to meet today at 1:45 p.m. at 38-575 D street with Mrs. Hunter telling about the gathering of 6,000 women at Purdue University last summer.

Sunday Dr. Hunter will speak about "Christian Outreach: the Churches' New Adventure."

Wednesday members and friends will meet for their monthly "covered dish" supper.

The annual cooked food sale and bazaar under auspices of the Women's Auxiliary will be on Friday, November 19, and the women invite donations of cooked food.

Hours Changed at St. Theresa's

Fr. Michael E. O'Donohoe of St. Theresa church announced a change in the hours for Mass effective Sunday, November 7.

Masses will be celebrated at 7:30, 9, 10 and 11 a.m. The 12 o'clock Mass will be discontinued.

Confessions for the first Friday in November will be heard from 4 to 5 p.m. and from 7 to 9:30 p.m. on Thursday.

Masses for the first Friday will be at 7:30 and 9 a.m.

Wesley Peper Taken by Death

Last rites were said Tuesday at Laguna Beach for Wesley E. Peper, 686 South Camino Real, who succumbed Friday at the home of his daughter, Pat Peper of the coast city.

He had been ill for some time.

He is survived by his wife, Elizabeth, and two daughters.

Formal Opening Friday, November 5th

We cordially invite you, your family and friends to be our guests at the opening of our new enlarged store. More proof of the tremendous growth of our business and the community.

The exquisitely appointed men's, women's and children's departments and the spacious approach typify the traditional hospitality of Palm Springs.

The most exciting new shoe collection will be on display. You will preview the newest in color, fabric and design of what is to come from the world's leading shoe designers.

As a token of appreciation, we will have a gift for each man, woman and child.

CATHEDRAL CITY

By PAUL AND MILDRED CLARK

ACT FOR SAFETY

The third automobile accident on residential streets, in as many weeks, occurred Saturday afternoon, with fortunately no one hurt, but badly smashed cars. Because of the physical make-up of the narrow streets, and still narrower lanes, there is no room for sidewalks and curbs which would give greater visibility at the intersections. Hence auto traffic throughout the village closely adjoins front and back yards. The first and perhaps the easiest step towards alleviating accidents is the trimming back closely of all trees and shrubbery growing close to corners, as it has been shown that the majority of the accidents are at corners blinded by such growth. This column suggests that every one owning property at corners carefully examine the shrubbery on the street intersection to see if it is obscuring the view.

OFF-STREET PARKING

Cathedral City's first regulation off-street parking lot has just been officially opened. The 50-foot lot adjoining Potters Cathedral Grocery and extending from Broadway to Second street has been leveled and paved and is now in process of being directionally marked and striped for parking stalls. Cars will enter from the Broadway side and exit on Second street.

HALLOWEEN PARTY

Five Girl Scouts of Troop 21 were hostesses at a Halloween Party at their last meeting. These girls were Patty Havhurst, Gracie Nelson, Jackie Goode, Nancy Green, and Barbara Goode. Their guests were Karen Hanson, Patsy Sanders, Jean Noyes, Diane Walker and Rita Krupp. The girls came in costumes including a monster, a granny, Hawaiian and Arabian dancers, several gypsies and a pioneer couple. Refresh-

ments were served with lots of popcorn and the girls had a good time playing games.

CHEST DRIVE OPENS

Community Chest drive opened in Cathedral City this week along with the rest of the United States. Postmaster Jack Hillery, and Paul Clark are co-chairmen for the Cathedral City drive. Contributions may be turned in at the post office or at the office of your correspondents, the Clarks.

REUNION AT LEFF HOME

Guests for two days of Dr. and Mrs. M. I. Leff, were Mrs. Valentine Lancaster and her daughter Valda, of Melbourne, Australia. The Lancasters had not seen the Leffs for 20 years and the reunion was exciting. Their visit was enhanced by an accidental meeting with Bing Crosby at Tommy Barker's last

Thursday evening. Valda Lan-

caster told the Leffs that

Bing was known as "The

"King of the Juke Box,"

and that at a going-away party her

friends had given her before

departure for America, they

had teased her about at least

having a glimpse of Bing while

in New York, as he was their

favorite on radio. Miss Lan-

caster thought she was dream-

ing when she walked into Tom-

my Barker's, and was seated at

an adjoining table. The Mae-

stro graciously offered to write

a note to her that she might

show her friends, when she

WOMAN'S CLUB MEETS

First board meeting of the Cathedral City Woman's Club was called by the president, Mrs. Marjorie Ballagh for Monday morning with the attractive patio of Moon Manor the meeting place. Many important plans for the year were discussed, with special emphasis given to plans for the Christmas Fair. It is hoped by the committee in charge of this event that it will be a huge financial success as the money is to be used for a very worthwhile project which was to be presented to the club at the meeting yes-

terday in Town Hall. Coffee and cookies were served by the hostess, Mrs. Iva Mhoon.

EVENTS IN BRIEF

Douglas Will has returned from a long Summer spent in Washington and Montana to operate his Sun-Glo cottages. Will's mother, Mrs. Agnes Will, and a life-long friend, Mrs. Blenda Tuttle of Seattle arrived with him to spend the Winter in Cathedral City. Mr. and Mrs. Al and Doris Sprague, old-time residents and property owners in Cathedral City, have been looking after Will's cottages since the opening of the season until he could return.

Robert Kennedy's mother, Mrs. Agnes Kennedy, arrived by plane from St. Louis last week to spend the Winter with him. It is her first trip to California. She will assist Kennedy in managing his Buena Vista

apartments.

Rev. and Mrs. Graham Hunter entertained with a dinner in the Manse last week the officers, wives and husbands of the Community church. Those on the desert,

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and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 4, 1954

enjoying the dinner were: Mr. and Mrs. Edward Blies, Scott Thompson, N. C. Wickland, Paul Clark, Edward Dering, Russell Perkins, George Miller, F. Marion Wilkes and Miss Lydia Engh and Jack Hillery. Following dinner the group entertained each other with humorous experiences of their Summer trips and vacations.

Eddie and Alice Daniels have returned to the desert for the Winter and living in their home on "C" street. Mr. and Mrs. Daniels have a ranch home in Montana and spent six months there this Summer.

Toby and Ted Forbes are visiting in the village for a few weeks at John Nachants Sun-Kist Bungalows. Mr. and Mrs. Forbes, since selling the Sun Apartments, have been living in Orange, but are again thinking of a Winter home here.

FLORSHEIM SHOES



Once upon a time there was a shoe store

Lykken Speaker at District Scout Dinner Session

Approximately 100 persons attended the Palm Springs District Boy Scout dinner last Wednesday, which was featured by the address of Carl Lykken, president of the Riverside county council, Boy Scouts of America.

Lykken told of his trip to Europe, about the Scouts he had met there, and of visiting the shrine of Lord Baden Powell, the Father of Boy Scouting.

Other speakers were: Jacques Crommelin, district finance chairman, who told of the "wonderful work being done for Scouts by the Community Chest;" Claude Chapin, district chairman, who pointed out the necessity of manpower, cooperation and trained leaders; Bob Toronto, assistant Scout executive; Carl Helmick, Scout executive for the Riverside council; James Morton, Cub Scout committee chairman.

Harry Hill was the chef, and assisting him in preparing the steak dinner were many Scouts, and Explorers from Desert Hot Springs and Cathedral City. Red Kenyon was chairman of the arrangements committee.

FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS
A Branch of the Mother Church, The First Church of Christ, Scientist, in Boston Mass.
Sunday Service, 11 a.m.
Wednesday meetings 8 p.m.
(Women's Clubhouse)
Sunday School, 9:15 a.m.
271 Ocotillo Avenue
You are invited to attend service, and to use the Reading Room, located in The Center.

that grew... and grew... and grew



Till now it has a BIGGER home
to carry every kind of shoe

From America's leading shoe designers

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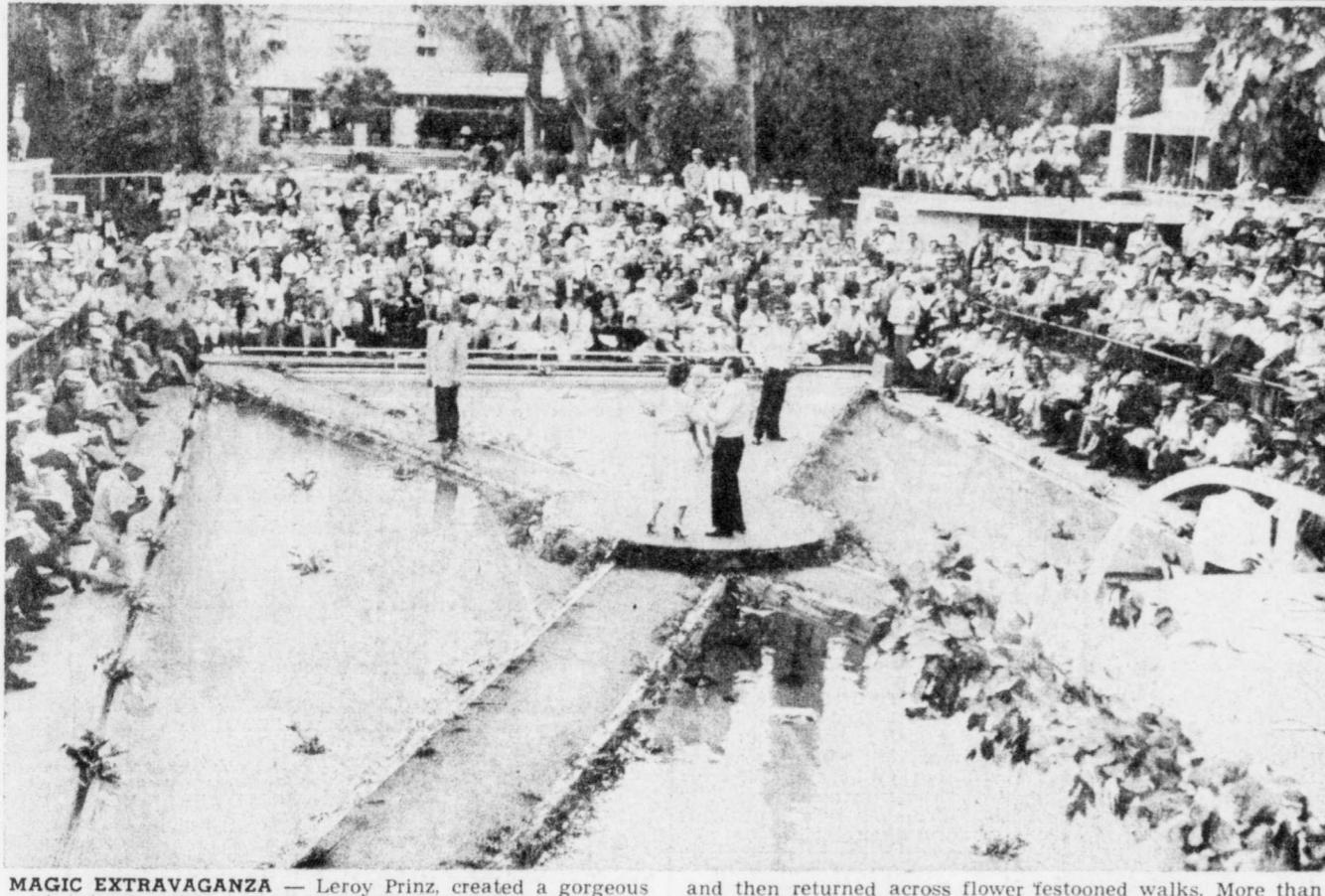
Grones
Florsheim shoes



Where Shoe Fitting is a Profession

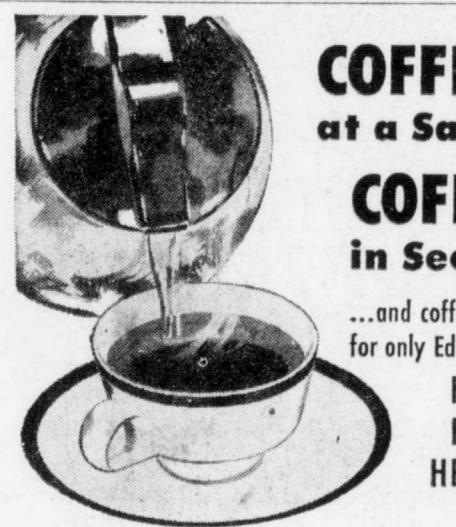
184 North Palm Canyon Drive

New Styles for Men to Utilize Rainbow's Colors



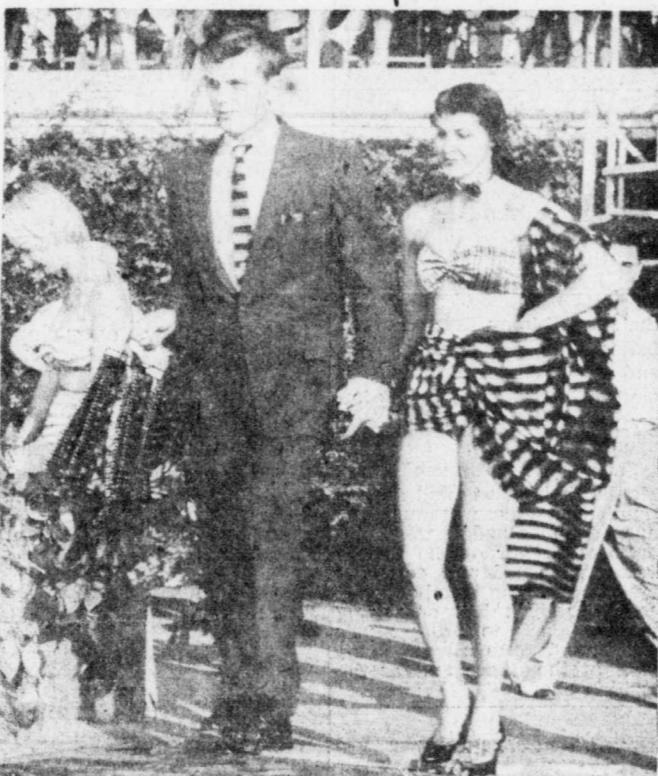
MAGIC EXTRAVAGANZA — Leroy Prinz, created a gorgeous setting for the display of the new 1954-55 fashions for men as shown by MAGIC. At near water level models glided across walks to a center platform where they displayed their styles.

and then returned across flower festooned walks. More than 2,000 persons were jammed around the swimming pool while several hundred more strained at the barriers for a sight of the show.



Here's a real man's coffee...full-bodied and hearty...with the flavor of the world's richest coffees! Edwards Instant not only reduces coffee bills as much as one-half—but shortens coffee-making time to seconds!

EDWARDS Instant COFFEE
featured at **SAFEWAY**



WHAT TIES! — The kind men wear and the manner in which they were displayed left men gasping with awe. Picture the cravat attire of the damsel above and her companion carrying the kind you wear around your neck.

Give her the freshness of a morning in May
With laundry dried the MODERN WAY

in a new Automatic GAS CLOTHES DRYER



Illustrated is the CALORIC Automatic Gas Clothes Dryer.

One breath will convince you! Clothes dried in a new automatic gas clothes dryer have the sweet fragrance of a sun-splashed morning in spring.

What's more, air in a gas clothes dryer is far cleaner than the dust-laden breezes that whip across many a drying yard. Colored fabrics stay bright—last longer.

So, for the softest, fluffiest, sweetest-smelling wash ever, dry your clothes the

Modern Way—in a new automatic gas clothes dryer. For a typical family of 4 the operating cost for a dryer is less than 35¢ a month. And for a limited time normal installation is free.

See the new automatic gas clothes dryers demonstrated this week. Gleaming displays are now on view at dealer's or your Gas Company. (Hint for men: a gas clothes dryer is a perfect Christmas gift.)

Offer applies to the following makes of Automatic Gas Clothes Dryers:

ABC • BENDIX • BLACKSTONE
EASY • HAMILTON • NORGE
ROPER • SPEED QUEEN
WEDGEWOOD • WHIRLPOOL

SOUTHERN CALIFORNIA GAS COMPANY

Only GAS gives you such modern automatic appliances

Bright Hues Predominate in Fashions

New Male Styles Shown by MAGIC at El Mirador

By BILL RASHALL

If that you hoo sounding whistle smacks against your eardrums, gentlemen, don't look around for some curvaceous female that your roaming eyes may have missed.

The whistle will be directed at you. For your benefit and only because you may fall victim (and you really may) to the lure of those new fashions displayed by member manufacturers of the Men's Apparel Guild in South California Sunday afternoon before more than 2,000 retail haberdashers.

More than a thousand waited and strained against taut ropes guarding the entrance to the Olympic swimming pool area of El Mirador hotel where the extravaganza in colorful male attire was paraded across improvised walks that stretched in a star shape the length of the swimming pool.

THE STAGE was the creation of Leroy Prinz, famed motion picture dance director and twice the winner of that industry's coveted Oscar. Harry Von Zell, nationally known radio and TV announcer MC'd the show.

Now for the styles and the new colors that have so abruptly entered the dull lackluster attire of the male of the species.

To soften the blow, the men of MAGIC coined a word for the colors they are going to try with might and main to foist upon the world of men. It is helio-colors—and helio colors consist of pink, bright blue, lavender (don't start whistling yet), chartreuse, charcoal and these are not the color combination of neckties, either.

THESE NEW COLORS — it was said by experts—are the hues the male has been secretly longing for these many, many years. They will be found in walking shorts, suits, shirts, casual jackets, stockings and even shoes to match those colors.

Bertor of California, in the writer's opinion at least, sprung the greatest surprise on the industry when he walked out a model attired in a wood-pulp and silk ensemble. It was silhouette in the nth degree. The jacket came down to just at hip level while the front continued on down to a rounded point with a one button enclosure. Trouser pockets are easily accessible and the entire suit is really chic, fellows.

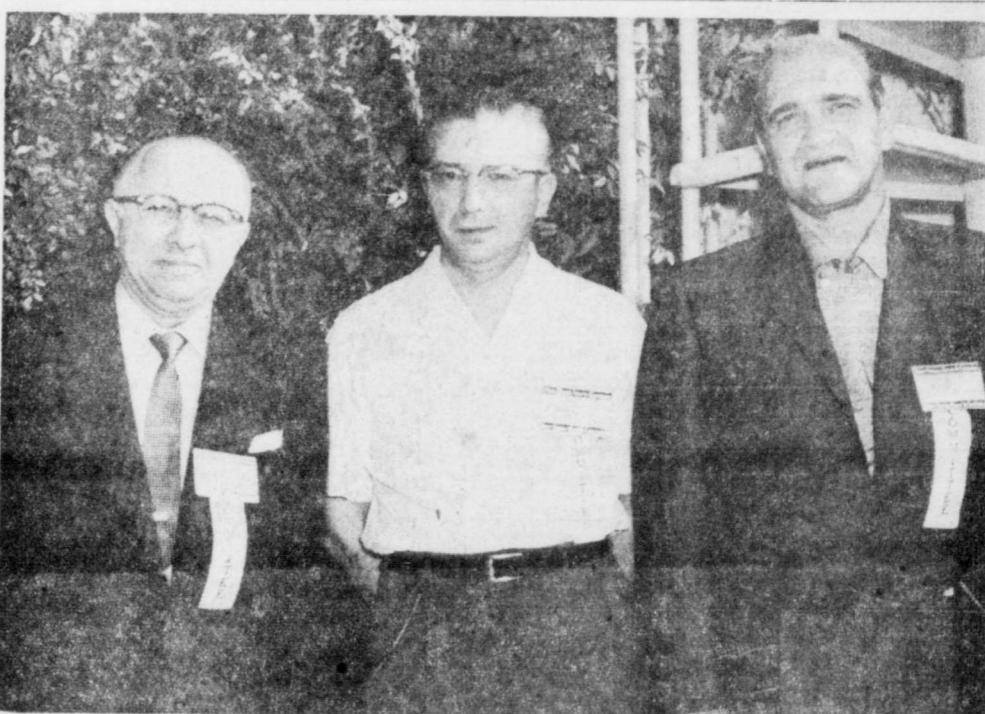
FURTHERMORE, you'll be wearing them too, if the experts are correct in their prediction. Irvin Burton showed Frank Bogert and me the suit while it was in the process of styling some months ago and you should have seen Frank's eyes bulge, asking eagerly at the same time, "When will I be able to buy such a suit?"

And the experts, in order to see that their predictions bear fruit, in a panel discussion came up with this suggestion: "Have your sales persons wear these clothes and your patrons will buy them as a result."

"All that has to happen is for someone to break the dam of years of pent up desires for the clothes we are showing," declared L. Bud Whisler, who conducted a panel discussion regarding advertising, publicity and promotion with eight fashion editors who were present from many parts See COLORFUL, Page 2b

TWENTY-EIGHTH YEAR The Desert Sun and PALM SPRINGS NEWS

Page 1-b Palm Springs, California, Thursday, November 4, 1954 2nd Section



BASIC AND MAGIC VIPS — The three leading executives of Men's Apparel Guild in California posed for the picture above. They are left to right, Joseph Komorow, president of BASIC; Phil Kurtzman, prexy of MAGIC and his vice president, Irwin Burton, who created the new silhouette for men, a model he is wearing.



FOR THE ENTIRE FAMILY — Berktonne of Hollywood featured a matching ensemble for mother, dad and the children.

GOING AWAY for the HOLIDAYS?

Try our
FREE
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Service

Just fill out
coupon and mail.
We'll send back
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double. No
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Service is quick, confidential, friendly. If you like, you can borrow on your car, paid for or not. Ask for the Timeplan Department...at any branch!

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For information write to—
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Los Angeles 48, California
or call YORK 1171

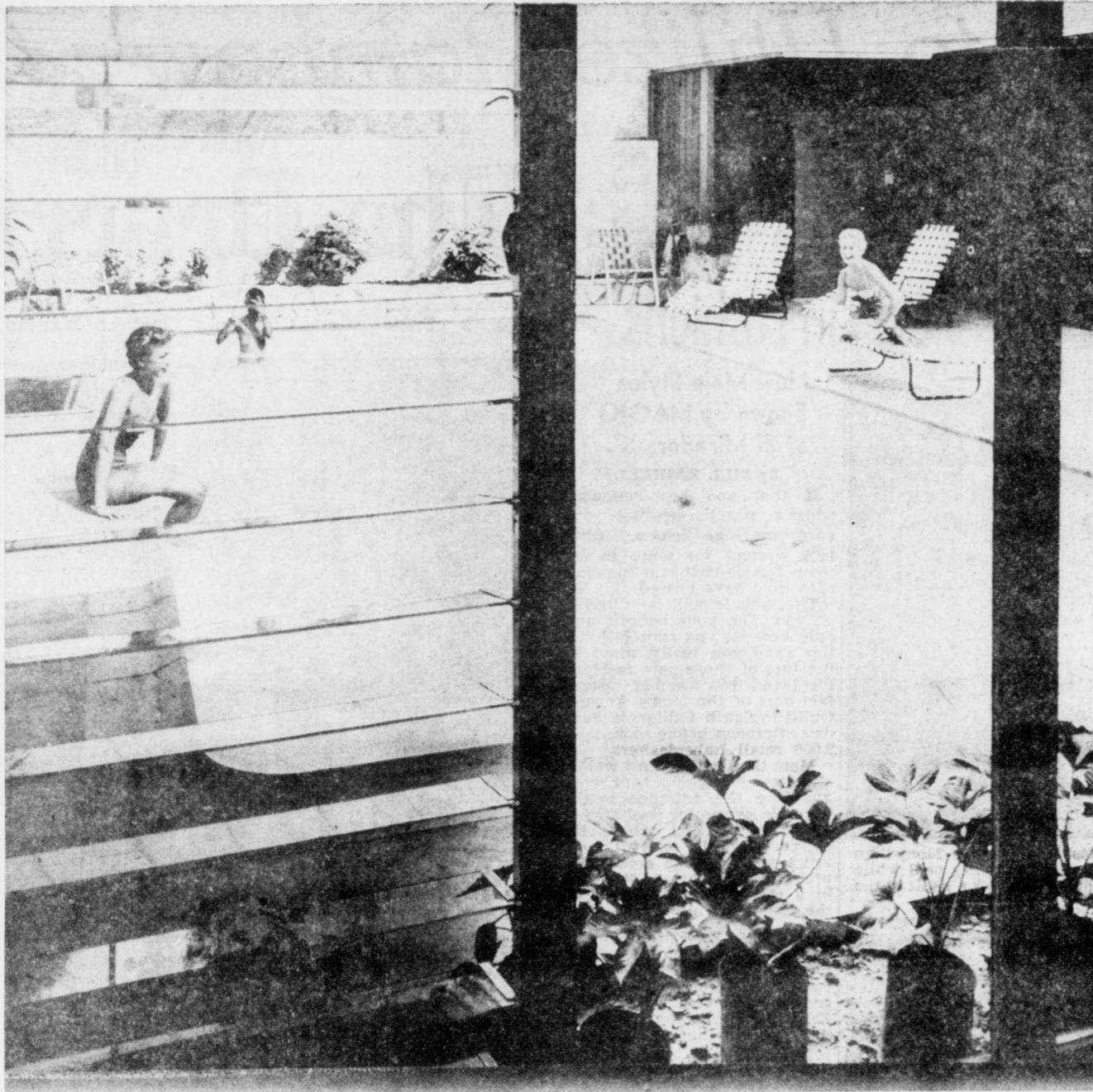
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ZENITH® HISTORY!
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Tiny but mighty...as powerful as
some hearing aids at least twice its
size...smaller than many hearing
aids. Set it in your pocket and forget it
for 10¢ a week on one tiny battery!
Wear and compare...on our 10-day
money-back Guarantee.
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Moderate Extra Cost
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201 No. Palm Canyon Dr.
Phone 4321

DODGE
has
done
it...
better
wait!



coming
Nov. 17



NOW IN PALM SPRINGS — Anthony Bros., Inc., largest swimming pool builders in Southern California, have established offices at 2277 North Palm Canyon drive. Above is pictured one of the modern pools for which they are noted, and now

are bringing to the Village area for the first time. Many new features are incorporated into the pool construction.

From Page 1b—MORE ABOUT COLORFUL

of the nations, including the heads of large retail merchandise establishments.

THE SLIM-LINED MAN styles which may have considerably more chances of a winning nod from the buying public than Dior's flat-chested styles for women will create the illusion of the portly fopish individual as if he had been on a diet for 60 days or more without missing one bottle of beer daily. It will make pencil-lined figures of the young man with a different illusion such as perhaps—agility, a glide in his stride and snake hips. Oh, my. This reporter is beginning to drool.

Other colors which the male will be coveting (and you will without a doubt see these fashions in Palm Springs), will be orange, heliotrope in walking shorts, shirts, jackets and three-quarter stockings and sox.

If man takes to these new fashions and he will be as a duck goes to water, one expert declared, a rosy, colorful world will appear on our streets, cocktail lounges and at parties. Even formal attire where "soup and fish" is always the rule is in for a shocking surprise. Not so much in color as that which is wrapped up in the utility and comfort of the clothes.

PHIL KURTZMAN, president of MAGIC, opened the show to announce that the Palm Springs Round-up Fashion show enjoyed the greatest turnout of interested buyers and spectators in many a year.

"We believe it portends an exceedingly successful season for California-made men's and boys' wear. We are overwhelmed and overjoyed at the terrific turnout that has marked our return to Palm Springs," were the opening remarks by Kurtzman. He paid tribute to those who worked so hard in staging

the show: Morey Berck, Barney Beller, Phil Jacobs, Harry Roth and Hugo Scheibner, vice-president of Abbott Kimball company of California, advertising agents for MAGIC.

Saturday night members of Magic, their guests and friends numbering more than 1200 danced and dined in the inner patio of El Mirador hotel. The Palm Springs Music company arranged for the installation of the literally miles of wiring and speakers to bring music and sound from all directions both at the dance and at the fashion show.

Scout Information Telephones Listed

Claud Chapin, chairman of Palm Springs district, Boy Scouts, said that information on Boy Scout leadership training may be obtained by calling Harry Hill, 6404.

Information on Cub Scout leadership training may be obtained by calling Hill or James Morton, 3436.

Fred Anderson, 8-4206 or 3459, have information on Explorer Scout activities.

Anthony Bros. Builders of Pools, Move to Village

Anthony Bros., Inc., largest swimming pool builders in southern California, have opened offices in Palm Springs at 2277 North Palm Canyon drive, and are ready to serve the desert area.

"We're bringing the benefit of our many years of experience to Palm Springs," Phil Anthony, president, said in making the announcement. "We invite everyone to call 5254 for complete information, or visit our new office."

Among the many features of Anthony pools are a new type filter plant which is more economical and efficient, a larger selection of shapes and designs of pools, a fibre glass screen over the pool which is designed to keep sand and insects out.

Mass production which results in lowered price is an aspect of Anthony Bros., Inc., which has gained their company much acclaim. They design and construct on an average of 500 pools annually in Los Angeles, beside a large number in other areas in southern California.

Crews are arriving here daily by airplane, ready to start work, Anthony said.

To keep definitions straight, poor people have kinfolks, the well-to-do have relatives, and the rich have heirs.—Winnipeg Tribune.

READ SUN CLASSIFIED ADS

Lighting FIXTURES

The Largest Selection of SMALL APPLIANCES in Palm Springs

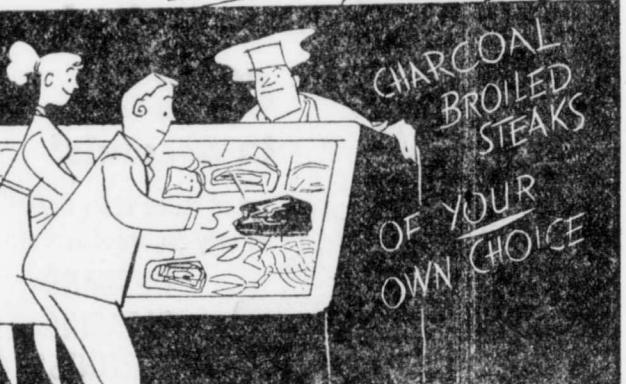
Cooling, Wiring and Flood Lighting Supplies
Small Appliance Repairs,

THE ONLY AUTHORIZED Hoover VACUUM DEALER — PARTS & SERVICE

CAMPBELL ELECTRIC

136 East Andreas Phone 2369

Next to Electric Power Company



Awake..but Late!

THIS fellow over-slept! What a rude awakening!

Don't be Somnolent Sam. Wake up now to the fact that your property is worth plenty. Inadequate insurance can lead to financial nightmares. See this Hartford Agency for a protection check-up today.

Samson-Curtis Incorporated

756 N. Palm Canyon Drive
PALM SPRINGS
PHONE 2719



1000 INDIO ROAD

PHONE 2357

PALM SPRINGS, CALIFORNIA Thursday, November 4, 1954

The Desert Sun—2b
and PALM SPRINGS NEWS

What's new with Chevrolet? everything!



New spherical joints flex freely to cushion all road shocks. You glide over the bumps! New Anti-Dive Braking Control, exclusive with Chevrolet, assures "heads up" stops.

Great new V8—two new 6's—New "Turbo-Fire V8" delivers 162 h.p. with an ultra-high compression ratio of 8 to 1. Two new 6's, too—the new "Blue-Flame 136" with Powerglide (optional at extra cost) and the new "Blue-Flame 123."

Easier steering, stopping, clutching—The new Chevrolet steers with ball-bearing ease, thanks to new friction-cutting Ball-Race Steering. New Swing-Type Pedals pivot at the top.

And look what you see from the driver's seat—New Sweep-Sight Windshield curves around to vertical corner pillars. And you can see all four fenders from the driver's seat!

New Outrigger Rear Springs—Rear springs are attached at the outside of the frame for greater stability in cornering.

Tubeless tires as standard equipment—On all models at no extra cost!

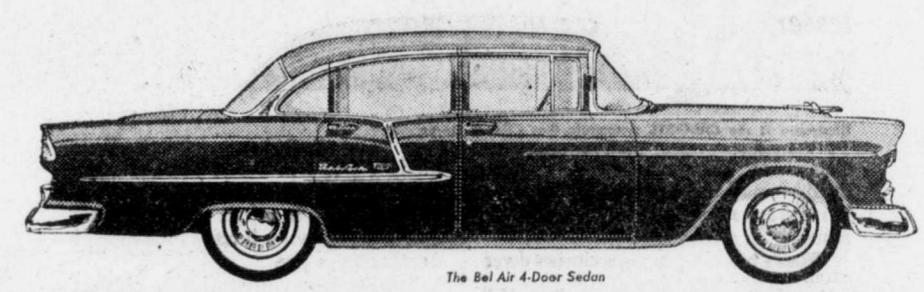
A ventilating system that really works—New High-Level Ventilating System takes in air at hood-high level, away from road heat, fumes and dust.

Even Air Conditioning, if you wish—Air is heated or cooled by a single unit that requires no trunk space! (V8 models only.) It's just one of the wonderful extra-cost options Chevrolet offers!

Three drives, including Overdrive—Powerglide with the new V8 or the new "Blue-Flame 136." New Overdrive with the new V8 or the new "Blue-Flame 123." (Powerglide and Overdrive are extra-cost options.) New standard transmission, too!

... and Chevrolet's got that long, low "let's go" look—it's a show car from the word go! Glamorous interiors have more room for hats, hips and shoulders!

The motoramic
Chevrolet



More than a new car—a new concept of low-cost motoring!

STACK CHEVROLET

330 SUNNY DUNES ROAD

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"The Best Deal Under the Sun"

\$50,000.00 to loan
on First and Second Trust Deeds
Small or large amounts
Also Trust Deeds available if you
have funds to invest

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Where else but at an Alsoneft Hotel will you find such a plan for leisure! JOKAKE INN, in the "Valley of the Sun," 10 miles east of Phoenix. Typically Southwestern in decor, climate and manners. All resort activities. Private pool. Hand picked guests. The SORENO, St. Petersburg, Florida, on beautiful Tampa Bay, ideally located, excellent food, finest entertainment. Delightful guest rooms. POINSETTIA Beach Hotel, Ft. Lauderdale, Florida, "around the corner from everything." Luxurious appointments, finest bathing on the coast. All sports and recreation. Alsoneft Hotels are renowned for fine facilities and courteous, efficient service.

Write for reservation information directly to hotel of your choice, or our Chicago Office—

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WESTERN AIRLINES
Now only 53 minutes
NONSTOP
by pressurized Convair!

Carnation Corner



CARNATION HOME SERVICE DIRECTOR

If you're like me, you have a sixth sense that tells you right away if your family likes something. For example, last night I served our first Carnation Holiday Treat Ice Cream of the season. When I put it on the table no one said anything. Not a word. We just fell to, as fast as our spoons would go.

"Well," I asked finally, "did you children enjoy it?"

"We had a ball!" they chorused together.

"Isn't there any more?" said my husband. "Not even a spoonful?"

So I knew my dessert was a success... and that if I wanted to keep peace in the family I'd better serve Carnation Holiday Treat Ice Cream again soon. (And next time I'd better get two quarts!)



How can you tell if your newly-mixed paint will match the old color? It's easy to find out in a hurry. Paint a sample brush stroke on a piece of tin, then dry it quickly in the oven, or on your heater or radiator.

DESERT HOT SPRINGS

By MARGUERITE BURMESCH

In starting my column this week, I would be very remiss if I did not extend my profound gratitude to the friends who deluged me with cards, gifts, prayers and good wishes during my stay in the hospital and since my return home. At best, being incapacitated is no pleasure, but the knowledge that one has a host of friends and well-wishers does a lot toward taking the sting out of such an experience.

Ida Schellenberger flew to Chicago to make the acquaintance of a new great-grandchild.

Mrs. George Ott has as her houseguest Mrs. M. E. Schneppa of Chicago.

Edna Helvey, C. of C. secretary and her sister, Mayme Klinger, are entertaining their brother, Abner G. Musser who flew out here from Lancaster, Penn., to visit his sisters.

The Erland Ericsen of Hollywood helped Simon Thompson celebrate his birthday last week.

Recent visitors at the Garnet Taylor residence were Mr. and Mrs. Lyle of L.A. The Lyles and Taylors attended the Shriners Convention at Palm Springs together then spent some time seeing the desert area.

Mr. and Mrs. Victor Henrichsen have returned to their home on Buena Vista, Desert Hot Springs after having spent some time in Long Beach where they disposed of their rental property.

Last Sunday the Olesons of Beaumont honored Mr. and Mrs. T. W. Records of Eighth street in a novel way. The Olesons, former pupils of Records when he was principal of the New Harmony, Ind., high school, presented the family with a lawn marker in the form of two simulated victoria records, one marked "Mr." and the other "Mrs." joined together by a plaque which reads "The Records."

Due to the failing health of Mrs. C. A. Anderson, the family has left their home on Cactus and returned to Los Angeles.

Last Tuesday about twenty-five members of the Missionary Society of the First Baptist church attended a buffet luncheon at the T. K. Ranch. Mrs. T. Burnham was the hostess.

Recent visitors at the Larry Marsh home were Mrs. Mazie Tegner and Jean Caldwell of Hollywood, Louise Franchetti and Mrs. Miller of Santa Mon-

ica and Dora Bruyere of Tonga. On their return they stopped at the Redlands hospital to call on Mrs. N. J. Burmesch who was a patient there.

Anne Rorschach of the Pierson Boulevard market keeps her own city directory. She has hundreds of names and addresses of local residents listed and has been able to help many strangers to locate friends and relatives here.

Mrs. Mabel Miller, who suffered a severe heart attack some time ago is now well enough to be about. She has moved from Dos Palmas to a house on Pierson boulevard here.

The Erland Ericsen of Hollywood helped Simon Thompson celebrate his birthday last week.

Al Horton is president of the

Parents' Guild Sponsors Dinner

Parents' Guild of the Desert Hot Springs elementary school is sponsoring one of its major events of the year, an Italian dinner for the public. Mr. and Mrs. Pasquale, noted for their Italian foods, will have charge of the preparation and serving. Doris Ochs, of Doris' Floral Studio, will do the decorating of the tables. A feature of the evening will be the style showing Minna Kanya is arranging.

Proceeds of the dinner, which will be served at Veterans Hall, Eighth and Cactus at 6:45 p.m. next Tuesday, will go toward the fund the Guild is raising for additional equipment for the school.

Al Horton is president of the

Traffic Crash

\$225 Damage to Two Automobiles

Damage estimated at \$225 was caused to vehicles driven by Beverly Ann Emigh, 666 Vista de Oro, and Mrs. Philip Hawtin, Santa Monica, in a collision at 4:15 p.m. Thursday, in the 100 block of East Amado road.

Mrs. Emigh was driving her car away from the curb, and Mrs. Hawtin was traveling east on Amado, investigating officers said.

Damage to Miss Emigh's car was estimated at \$100, and to Mrs. Hawtin's \$125.

Junior Red Cross Enrollment Begun

Annual enrollment for service has been instituted by the Riverside County Chapter, Junior Red Cross, in the schools. Edna Lockhart, Junior Red Cross chairman announced Monday, the day of the start of the drive.

Through the Red Cross, boys and girls are given an opportunity to serve constructively by enrolling as Junior members," she said.

Coin Operated Radio Stolen from Hotel

Theft of a coin-operated radio from a hotel room at 1153 North Palm Canyon was reported to police Sunday afternoon by Ray Lester Wilkens, 565 Calle Ajo, service man.

The radio was valued at \$67.50.

enemy attack in an unprepared region.

Col. T. C. Martin is on the sick list.

Lawrence W. Coffee Jr. and Mrs. Coffee have moved here from Salinas and have taken up residence in the Coffee ranch house, Eighth and North Palm drive. Coffee, son of L. W. Coffee Sr., founder of Desert Hot Springs, will assist his father in the management of the Coffee Foundation.

Al Christy opened the Desert Spa driving range on South Palm drive last Saturday, giving the local golfers a chance to work out close to home.

Miss Edith Barnes, who, together with her mother, Mrs. Florence Barnes, recently purchased the Ed Money Penny home on First street, contemplates opening a rest home for women as soon as she gets her license.

Recently Dick Shaw, local artist, presented an exhibit of his own work at his home in Fun Valley. He and his mother spent several months in Europe this past year where he did several scenes of the French Riviera. Among out-of-town guests at the tea were Arthur Pulse and the Robert Daltons of Hollywood. The Daltons have their own studio in the Hollywood Hills.

Miss Evelyn Knudsen, who, for the past three months has been traveling, returned home last week. Miss Knudsen visited nine European countries, including Holland, Belgium, Germany, France, England, Switzerland, Italy, Sweden and Denmark. In the last country she visited with relatives with whom she had corresponded for years but had never met. She was intrigued by the quaintness of Denmark, home of her ancestors, and reports it beautiful beyond imagination.

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Complete Beauty Service
Open Monday October 8
Hair Styling Tinting Manicuring
New Cool Air Dryers
MOST MODERN SHOP IN TOWN
AMPLE PARKING
Ruth N. Dolan, Owner formerly at El Mirodor
Sun-Ray Beauty Salon
1450 S. Palm Canyon Phone 2452

From where I sit ... by Joe Marsh



Our Town Makes Good in New York City

Couldn't place a new subscriber named Clark, but I found out who they were last week when they dropped in to The Clarion's office.

"We're native New Yorkers," Mrs. Clark said, "and all our friends there are originally from other places. We always felt left out when they talked about things 'back home.'"

"That's why we 'adopted' your town and to get all the news we subscribed to The Clarion. Now we have a 'back home' to talk about—and we think it's the most wonderful town there is!"

Joe Marsh

Copyright, 1954, United States Brewers Foundation

DHS Groups Discuss Plans for Childrens' Hospital

Friday evening the Desert Hot Springs Association and Rotary held an open meeting at Veterans Hall there to interest the community in a hospital for crippled children.

Les Morgan, head of the crippled children's group for Desert Hot Springs, reported on the ground-work which he with his assistants, Marie Krotter, Sadie Dehner and Pauline Kull have been doing in an effort to promote an institution there for the care of physically handicapped children. Morgan told of the great need for a children's hospital in this area and suggested ways and means.

Gilbert Holloway, Rotary president, introduced Congressman John Phillips who gave a detailed and interesting description of European Spas which he had visited. Phillips told how, in the health resorts of Europe, an atmosphere is created which sets the towns apart from other places. He told of the unique street signs, the profusion of flower gardens and shaded walks. It was his idea that, with the entire community working toward that end, the same result could be accomplished in Desert Hot Springs.

Phillips also gave several suggestions as to how the local organizations could go about securing public funds for a hospital project.

Peter Elliot, president of the Civic Association, opened the meeting.

Art Gallery Tea Slated Sunday

Sunday, the Addingtons of Desert Hot Springs will again open their art gallery for the first of the monthly Art Teas they have been conducting for the past two years.

Marjorie Reed of Julian will have on display approximately thirty of her paintings. Miss Reed's work differs from many of the other artists who have exhibited in this area in that she does few desert scenes. She concentrates on landscapes in general, and on animals. Enola Hubert, local artist, will speak on the details of the paintings.

Edna Helvey and Helen Young will preside at the tea table from 2 to 5. Circulating hostess for the day are Lois Saikin and Joan Forvily. Grace Parsons Harmon, local poet, will assist the Addingtons in the presentation of the artists.

The Desert Sun—3b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 4, 1954

EARRING FOUND
Find of a gold-colored earring in the vicinity of the Plaza was reported to police Sunday afternoon by Mr. and Mrs. Otto Haskell, 352 East Amado road.

Republicans would rather have Ike on a platform than a pedestal. — Pete Baird, New Orleans Times-Picayune.

TODAY'S USED CAR SPOTLIGHT
YOUR BUICK & GMC TRUCK DEALER



Now is your time to buy that New 1954 Buick with next year's body styling. Big trade allowances.

Reputation Tradition Count in Used Car prices

Desert Inn Garage

193 N. Palm Canyon PHONE 4001 Palm Springs FACTORY DELIVERY SAVE \$372.00!

Coachella Valley Farms

Viewed by Thousands

Thousands of interested southerners last week viewed the opening of the \$25 million Coachella Valley Farms, located in Coachella Valley between Palm Springs and Indio. Described as the largest project of this type ever established, the planned farm community is bringing new productivity to the once barren desert.

Highlight of the opening weekend was the first showing of the two and one-half acre complete model farm. The all-gas equipped model farm home is completely furnished by Barker Bros., of Los Angeles. The three bedroom and two bath dwelling presents an exciting new architectural concept by Walter White Jr., for many years a leading designer of contemporary desert homes.

The model farm includes vegetable crops, vineyard, a complete citrus area with grapefruits, oranges, lemons, tangerines. Date palms have been transplanted to the farm. A model chicken house with the latest in scientific equipment, a prize cow and calf, ponies and a beautiful riding horse will also be shown.

Coachella Valley Farms is favored with an abundant water supply through a mutual water system. In fact, water is so abundant, that an artificial lake has been created in the middle of the property as the center of a recreational area.

Each of the two-and-one-half acre farm sites is completely improved with streets, lights, water, a cover crop of alfalfa, and all improvements already installed. Visitors may reach Coachella Valley Farms directly from Highway 99, three and a half miles west of Indio.

Univ. of Redlands Memorial Chapel

NOV. 12 — 8:15 P.M.
Tickets \$1.20 - \$3.60

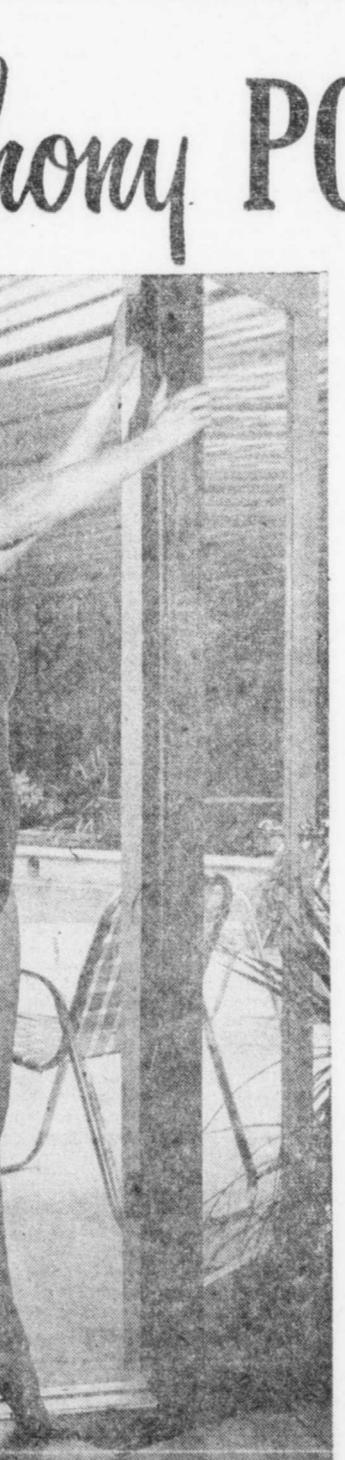
4VC-4214

Powerful! No bigger than a portable radio! Perfect for small homes, apartments, trailers, cottages, cars. Ideal 2nd cleaner for bigger homes. Carry it by hand, shoulder strap, or set on floor. Complete with Toss-Away bags, swivel hose, and 8 other attachments.

\$495

See a Demonstration Today!

YOU CAN BE SURE... IF IT'S Westinghouse HAMMER ELECTRIC 196 S. Indian Ave. Phone 2888



Anthony POOLS come to

Palm Springs
Southern California's largest builder of pools now serving the Palm Springs area!

Phone 5254 for

Complete Information

Anthony Bros. Inc.
2277 N. Palm Canyon Drive
Phone 5254
Office — 5871 Firestone Blvd.
South Gate

HOLIDAY TREAT SANDWICHES
(Makes 8 fabulous servings)

Split 8" white or yellow uniced cake layer into two layers. Spread bottom cake layer with 1 pint Carnation Holiday Treat Ice Cream. Top with second layer cake. Freeze until serving time, then slice and top with more Carnation Holiday Treat Ice Cream.

DO REMEMBER that Carnation Holiday Treat Ice Cream makes holiday entertaining extra de luxe and extra delightful!

CARNATION COMPANY
45-910 Jackson Street
Phone 73139
Indio, California

PUBLISHER'S CORNER

By Oliver B. Jaynes

FREEDOM TO GIVE — It is safe to say, I believe, that Americans are the most generous people on earth. It is a typical characteristic, known to people of all lands. We are lavish spenders and big-hearted givers. Perhaps that is one of the reasons Americans are also known as happy people; because sharing their blessings with others make them cheerful.

One of the most typical examples of this American trait has been witnessed by sufferers in all of the war-torn countries where our service men have been on duty. In France and Germany, in South Africa and Italy, in Japan and Korea — all over the world — our service men and women have befriended those left homeless and destitute by war. Their hearts went out to millions of little children of their allies and enemies alike.

The welfare, character building, disease fighting, disaster relief and kindred agencies in this nation supported entirely by voluntary donations, would number into the tens of thousands. All over America this month millions and millions of dollars will be contributed in a united campaign to carry on the work of the agencies which depend upon the Community Chest in their locality. Millions of volunteers will give their time as well as their money.

We must, and do, support many nation-wide organizations such as the Red Cross, and disease fighting agencies. But here in Palm Springs we must not fail to provide generously also for the care of our own — for our Boy Scout and Girl Scout groups, for the Boys Club, for the Welfare and Friendly Aid which includes the Youth Center and Health Center, and for the youth programs of the Desert Museum. They are our very own and they are depending upon us for their continued existence.

Winter residents who give to the Chest in their home cities are asked to let the local Chest agencies share in their gift. Their help is needed and their generosity will be appreciated by all those who carry out the vital work of these groups.

Most of us will have much to be thankful for on Thanksgiving Day. We should not only be thankful but we should be helpful as well. And therein lies the theme of this year's Community Chest appeal in Palm Springs: "This November give help as well as thanks."

I believe that the people of Palm Springs need only be reminded of the importance of maintaining these agencies that touch the lives of all of us in one way or another. I believe they will be generous and sympathetic as they have always been — and maybe a little more so this year.

If a volunteer does not call on you, be a volunteer yourself and mail your contribution to the Palm Springs Community Chest.

How much? This is a voluntary donation. You set the amount according to your prosperity, generosity and thankfulness for your many blessings. Above all, remember this: Your gift has to be divided between these **SIX AGENCIES**. It is a joint campaign for all of them. You are making **SIX DONATIONS AT ONE TIME!**

TRY AND STOP ME

By Bennett Cerf

MATT WEINSTOCK tells about a lovely cat lover who was dining with her husband in her apartment one night when she fancied she heard a cat meowing a floor or two away. "I'll bet that pussy is lonely," she remarked, and playfully meowed back.

To her surprise the cat answered her! She repeated her meow, this time putting extra feeling into her performance, and there then ensued the darndest cat conversation ever heard in that neighborhood. It continued for a full half hour, while her husband marveled.

The next day her triumph was deflated when a neighbor dropped down to borrow some sugar. "The funniest thing happened last night," said the neighbor. "I meowed at a cat and he meowed back — and we must have kept it up for forty minutes!"

Overheard at a bus stop on Madison avenue:
"Driver, do you think you can squeeze me in here?"
"Sure can, Miss — provided you find someone else to drive the bus."

"There's only one time when it hurts to tell the truth," moralizes Myron Cohen, "and that's when you tell it to someone bigger than yourself!"

Snappy marital repartee from Detroit:
Wife: "Your beast!"
Husband: "You burden!"

A plaintiff was awarded a divorce recently, her major grievance being the unprotested fact that her husband never blew in to the house before 4 a.m. This is said to be one of the first cases on record of the worm who wasn't early getting the bird.

Dr. Morris Fishbein knows a man in the luggage business, who has a unique system of enjoying his vacation. "I drive out to the airport," he said. "Just to see the planes take off and arrive?" asked Dr. Fishbein. "Nah," scoffed the luggage man. "Who cares about planes? But I get genuine pleasure from seeing the redcaps scuff up the suitcases."

Palm Springs Sketches

By Robert Linskey



DATE RANCHES line the highways leading to Indio — The Date Capitol of the United States — just a short drive from Palm Springs. The date industry was started in 1890 in Coachella Valley with "offshoots" imported from Arabia. Now, nearly 5,000 acres in the valley produce approximately 25,000 tons of man's oldest cultivated fruit. Many of the ranches have roadside stores, where visitors can purchase dates as well as learn the fascinating story of how they are grown. Except for a comparatively small acreage in Arizona, Coachella Valley is the only date producing area in the United States.

PHILLIPS

I Rise to Remark

This weekly letter has to be written a week before the Nov. 2nd election, to appear in the papers a couple of days after that important day. What a spot for your Congressman!

It would be a good time to write my annual letter on the joint subjects of voting lists and questionnaires. Those of you who have been patiently reading these letters, year after year, know that this is a subject on which I feel grave concern, and about which I write once each year.

I shall always contend that voting lists and questionnaires are destructive of the kind of government under which we are supposed to be operating, and therefore that they are destructive of our liberties. If we knowingly want to change our form of government to a weaker form, and one which has never survived in the history of the world, then I submit that it should be done, as I say, knowingly, and not by misunderstanding. If we want to continue to live under the form known as the republic, which was a major factor in our strength and our survival in a sea of changing forms, then we should resist all these influences which undermine the republic.

NOW, WHAT DO I MEAN by all that? Under a centralized government, you don't elect anyone; you just get told what to do, how to do it, and when to do it. Your money is taken from you and spent as the central government wants. Under a democracy, the people try to run the government, and since they can't possibly know the details of anything under discussion and action, and since this allows the people who are selfishly interested in some idea to impose that idea on the nation by their votes and actions, even if it is not good for all the people or the nation not yet prepared for it, then this form, democracy, soon blends into dictatorship and we are just where we would have been, in most of the nations of the world today. History tells us that no democracy has survived.

We set up a modified democracy, or a republic, or however you choose to think of it, and one strong factor was the election of men and women to go to Sacramento or to Washington, and to act for us, and vote for us on their own decisions of what is best in each case.

Now about voting records: These records give only the recorded votes. Those are the least important. It is the "teller votes" in Washington by which we win or lose important issues, sometimes by as little as two or three votes. The final, recorded vote, is different in many cases from the decisive votes. The voting list often gives the politically minded, who look to the next election, rather than to the future of the nation, a chance to get a "good vote" with some pressure group.

THERE IS NO WAY to mend the situation except to accept the principles of the republic. You can't have someone sitting in the gallery all the time to see how every Congressman

Dr. Benjamin Goldberg

Medical Education

The wish or desire to become a physician, does not allow this to become an accomplished fact. The study of medicine is one of the most difficult found in University curriculum. Preparation consists of eight years of elementary school, four years of high school, three or four years of pre-medical college for an arts or science degree, and four years of medical school.

Then a minimum of one year of an internship and if specialization is desired, three to five years as a resident in the specialty. This brings our prospective doctor to the age of somewhere between twenty-seven to thirty-two years before he can begin to enter competition in his profession for a livelihood.

Further, only the upper twenty-five percent scholastically at high school are allowed to take premedical college. Only

votes, or if he votes at all, I stand for the republic.

The other problem is the questionnaire. There are no easy issues, that is, not if they are important issues. Nobody knows how the bill will be presented to us, nor what changes will be offered by amendments. The Rules committee might bring the bill out with a "closed rule," so we would have no choice but to vote yes or no. We, in Sacramento or in Washington, can be the only ones to know, at that moment, which is the best vote, all things considered.

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Dennis, the Menace By Ketcham



*IS DADDY SORE BECAUSE I YELLED EIGHT DOLLARS?

THIS SIDE of The Sun

By Phat

Sunshiney days, so many things.
There's always Magic in Palm Springs.

Now, I wouldn't call that one of my better efforts but it was prompted by a remark heard last weekend while weaving through sidewalk traffic on the drive. Said a woman: "Well, I see there's MAGIC in Palm Springs." There is, lady, not only when the Men's Apparel Guild in California is here, but every day. Of course, in July and August you have to look around a bit, but it's here.

SPEAKING of weaving through sidewalk traffic, was informed this week by a man who gripes almost as much as I do, that it is sometimes worse than vehicular traffic. At least, he said, automobiles keep to the right mostly and they don't congregate in quartets, or fivesomes, even sextets, across the street as people do from store fronts to curbs. And give you a dirty look when you squeeze through. Well, maybe. People are down here to take it easy and besides, Mister doctors say you should take it easier, too, and not rush so much. On top of that, why worry if you have to step off the sidewalk? It doesn't rain here often enough so that the gutters are running.

HALLOWEEN passed quietly here. With not much depredation reported. A few of the vandal type who are always with us, took advantage of the occasion to try a little damage but they do that all year round without waiting for Halloween.

Have a bright thought on this trick or treat thing. One of the youngsters, operating solo, came to the house Saturday night. Dressed like a tramp and received a hand-out. Which prompted son Bob, who was visiting us, to speculate: "You know if a real hobo did that, pretending he was just a disguised kid, he could pick up enough by making the rounds of a neighborhood to last him a month. He'd have to risk a tummy ache, however, what with the sweets people hand out."

THEY TRIED OUT radar speed checks on Highway 99 last week. I believe that is one answer to the appalling highway traffic toll. Now, one-eyed drivers, (those who keep the other eye glued to the rearview mirror to see if the law is chasing them) can keep both eyes on the road. After seeing a warning that they are in a radar-checked area, they'll slow down just as much as if one of the boys in a white car or on a white motorcycle was after them. With this slowdown of speeders and both eyes on the road, there should be fewer accidents.

BOB BENNETT, formerly of the Village where he was recreation director, housing authority manager, Youth Center director and president of Rotary, besides other things, writes me from Safford, Arizona. He's chamber of commerce secretary there. "Get yourself a pick and shovel," he wrote. "They are finding uranium around here." (Graham county in southeastern Arizona). "Forget that ancient back of yours. It could be profitable." Yeah, but what use is uranium if you can't straighten up?" "Which would rather have?" queried an irate lady after my piece last week about Mike, the cat, who scared away the birds giving us the best lawn we ever had. "A lawn or our feathered friends?" A lawn, lady, by all means.

CAME ANOTHER communication this week. "People around here had better do something about it." was the context. "Los Angeles smog has reached the mouth of San Gorgonio pass." Well, I'm not worried. Palm Springs is so situated that anything but people coming from Los Angeles, will bypass us to the north. It's that well-established fact, so often repeated, that Palm Springs is located in a bay in the desert, with high scenic mountains to keep out all unfavorable weather elements. And, besides, in November those desert winds which blow toward the ocean and Los Angeles, get under way. They, alone, should take care of any of Los Angeles smog. Haven't you heard them blame us for the winds from the desert?

IT'S TIME to pay our respects to the Litterbugs again. They are backsliding. On one street in the south end of town Sunday counted a dozen discarded beer cans. An entire carton. The empties were equally spaced but so close together that the party in the auto which was dumping them must have been driving slowly. That's one consolation. William J. Losh, chairman of the state chamber's Roadside Clean-up committee, says that we can have clean roadsides but not just by merely wishing. Must do something. He said the formula is simple. Public education and law enforcement. Get the license number of the Litterbugs and turn it in.

DID YOU ever stop to think that you can't be wreckless if you are reckless?

The Voice of Broadway

By Dorothy Kilgallen

HANDSOME BRITISHER EDMUND PURDON ("The Egyptian") is on the verge of making divorce headlines in a sequel to one of last week's page one stories. . . . The Duchess of Windsor's tumble down a marble staircase in her Paris town house was more serious than doctors first believed. She's undergoing a series of X-ray tests . . . The Michael Wildings' (Liz Taylor) second baby will arrive in time to become an income tax deduction.

A current high-ranking song hit — very big with the bobby soxers — cost the songwriter \$5,000 in under-the-table payoffs to get the single "vital" recording . . . Don't be surprised if Frank Sinatra and Ava Gardner decide they just can't resist giving it another whirl. Show business friends are raising funds to care for the 84-year-old mother of dove-dancer Rosita Royce, who died penniless in Miami.

BETTY HUTTON is still in the temperamental groove. She and her drummer, Sid Bulklin, are making more noise in Las Vegas than his sticks and skins. She's beefing about the way he's banging his bongos. The Dave Woplers (singer Toni Carroll) have separated. . . . The big rumor along the supper club circuit has Margaret Truman set to make her night spot debut during the Christmas holidays. She receives gilt-edge offers from swank clubs here, in Europe and in South America practically weekly.

Gloria Vanderbilt Stokowski, who was almost a recluse for so many years after her marriage to the maestro, has done the complete reversal. Now hangs out in Sardi's . . . Visitors from Mexico pass along the word that Dolores Del Rio will become the bride of Lew Leffly, ex-Hollywood writer, any day now.

JACK RYAN, the fabulous mounted policeman of 44th St., has become the proudest grandpa on the force . . . The hi-fi rage has bitten the juke box set, with the first hi-fi coin machines hitting the market . . . Barbara Payton, no stranger to well-publicized troubles, has a new problem: can't get rid of beau . . . Joe E. Brown's daughter, Mary, is expecting another baby.

Carol Haney, darling of the "Pajama Game" audiences, is being smothered in flowers from Tex Gibson. (Who isn't from Texas, but from Paterson, N.J.) . . . Joking Department: Chums say Benny Goodman thinks Marlon Brando would be the best one to play Benny Goodman in the flicks . . . Eddie Albert and Margo are on a grape diet—grapes, grape juice and grape salad for breakfast, lunch and dinner.

NIGHT CLUB CANARY Peggy Taylor shocked executives in Paramount the other day by

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NEW YORK CAVALCADE

By Louis Sobol

CASUAL FRAGMENTS: Dessi and Lucille had their friends worried when after a terrific hassle, Arnez ran off to Palm Springs. They both cooled off and now they're the happiness kids again.

Marianne O'Brien Reynolds had scarcely gotten her legs upon her return here from England than she was tossing a whale of a party for Rex North of London at her Beckman place hut . . . Junior Laemmle is out wooing again — this time it's a little honey named Robin Lewis — currently Arthur Murray instructor in Hollywood . . . In his memoirs, "Our Without My Rubbers" (just out), the late John Murray Anderson recalls ruefully that an accumulation of mail and manuscripts had been lying around his apartment while he was preparing the Greenwich Village Follies of 1921. To my horror I discovered a little later that one of them was a play by Austin Strong which I might conceivably have produced. I kicked myself that I didn't for the play made a million. It was "Seventh Heaven".

Chilly note for a bright November day: "Old Farmer's Almanac" predicts a turbulent snowy December . . . Rex Harrison's son, Noel, 21, is doing it the hard way — playing a guitar in a small London restaurant . . . Wanda Curtis, the on-and-off girl friend of Joe E. Lewis, has been named "Miss Guided Missile" by the Navy's Guided Missile Boat crews. Hope no one misinterprets that . . . Elsa Maxwell introduced all the stars present at the Toy Ball but forgot one — a gal seated right at her own table — Judy Garland . . . Joanne Connolly Patino's lawyer is Earl Carroll and a reporter wonders if Joanne had met up with the other Earl Carroll of show business whether she wouldn't have been just the type he would have tried to lure into his girly shows . . . LaVerne Andrews of the parted Andrews Sisters is taking instructions in Catholicism at St. Martin of Tours. Understand, incidentally, that Patti Andrews won't be permitted to turn out solo recordings — due to a Decca contract with the sisters as a team — clause specifying they can't record for any other company — as a group or individually . . .

You don't hear much about it — but a sell-out nightly is Congreve's "The Way of the World" (254 years old) now playing at the tiny Cherry Lane Theater in Greenwich Village . . . Sign in the window of a men's wear shop on Madison Ave.: "Don't be like Humpty-Dumpty. Dress for the Fall". Last year there were 17,652,478 fishing licenses issued as against 2,985,430 wedding licenses. Looks like there's a lotta guys still fishing around . . . Mike Durso, the Copacabana band-leader, so badly injured in an auto crash some four months ago, will still require another two months or so before he'll be able to walk . . . The Frank Farrells are jubilant — 8 lb. baby girl . . . (Distributed by King Features Syndicate)

QUOTES

When the meek shall inherit the earth, the national debt will probably keep them that way for eternity. — Dan Bennett.

The trouble with not having prejudices is, people think you are cowardly.

— Franklin P. Jones

When there aren't enough men to go around — they go around. — Owenon (Ky) News Herald.

Income Tax: The time for reckless thriving. — National Safety News.

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Valley Planners Take Dim View of Redistricting Plan

Members of the Coachella Valley Advisory Planning committee took a suspicious look at the proposal to realign Riverside county supervisorial districts when they met last week at Palm Desert.

Paul Clark, CVAPC president, said that possibly the disadvantages of re-districting will outweigh the advantages. Other members declared that there is no fair method of re-districting which will be beneficial to the

desert area. The opinion was voiced that the move will have no effect on the current study by Desert County, Inc., of seceding from Riverside county.

CLARK SAID he was opposed to any method of re-districting which will split up the desert area. He referred to rumors that Palm Springs would be cut into a district with Desert Hot Springs Beaumont and Banning and putting the desert area

east of here in another district. He said he thought the western boundary of the district should be between Whitewater and Cabazon.

Herb Ecclestone of Desert Hot Springs and Palm Springs said he believed the fourth district which includes Palm Springs and the entire desert area, also the San Gorgonio Pass area, should have two supervisors.

L.C. Lewis, Cathedral City, member of the planning com-

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ment would be of more aid than redistricting.

Majority of those present believed that a new county, Desert county, is inevitable but guessed as to when it will be formed ranged from two years to 30.

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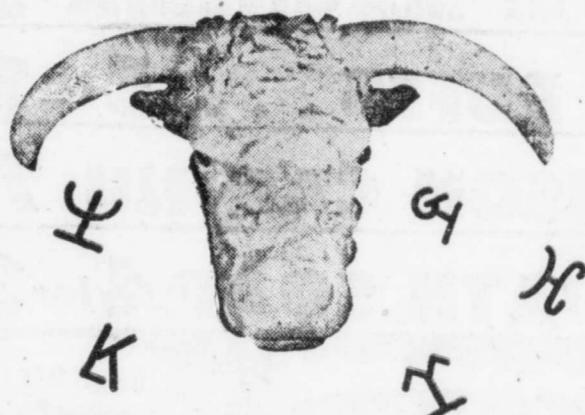
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THOUSAND PALMS

By ELIZABETH NELSON — Phone 154

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— Phoenix Flame

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with relatives in Iowa. In San Francisco he visited with a daughter and family in Palo Alto before returning to the Valley.

Mr. and Mrs. E. L. Staples recently returned to their Hidden Springs Ranch home from their Summer headquarters, their ranch near Skookumchuk, British Columbia in Canada.

Mr. and Mrs. George E. Montgomery are again dividing their time between their Hidden Springs Ranch home (on weekends, mostly) and their Los Angeles home.

Mr. and Mrs. Eugene Waldeck of Los Angeles have begun spending the Winter season weekends at their home in Thousand Palms Estates. Mrs. Waldeck came down early last week, on Thursday, and Waldeck joined her for the weekend.

NOTES IN BRIEF
Mrs. George (Wava) Earl, former resident now living in Indiana, is receiving treatment in a Riverside hospital for injuries sustained in an automobile accident in which she was involved near that city last Monday.

Mrs. Patricia Jane Dyal entertained at her Thousand Palms Estates home on Sunday evening, October 24, in honor of the return to the Valley of her parents, Mr. and Mrs. Walter G. Bovee. Receiving an introduction to Miss Dyal's other local guests were new residents Capt. and Mrs. A. Danielson and Mr. and Mrs. Manson Rogers.

La Quinta

Though there are no schools in La Quinta, there are numerous children ... all filled with the customary Halloween spirit. The La Quinta Volunteer Fire department staged an evening of activities for the youngsters. "Mac" McLellan announced costume winners were Carroll Ferraud and Ronnie Phillips in the under-seven age group, and Myrna Cluff, and Gary Funtas in the seven-on-up group. Prizes awarded were open faced pocket books containing 200 new pennies.

A huge bonfire, five motion picture comedies, for each child noise makers, balloons, a bag of candy, and box of cracker jacks, featured the program.

Everybody is talking about the alfalfa that is being planted on the 1,000 acres surrounding the La Quinta hotel.

Mrs. W. J. Clark, new owner of the Credit Bureau in Indio, has purchased a home for herself, and leased another for her mother.

Perry Hack has begun construction of a new building on Tampico and Bermuda, this will provide space for a laundromat, office building, and doctor's offices. Hack has plans for a restaurant, parking lot and putting greens. Walter White will be the designer and architect. He added that he would like to see a barber shop and beauty parlor added to the list before long.



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ASCORBIC ACID Tablets 49¢

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cases. Zippered clos-
ings.

NEOPOLITAN SUGAR WAFERS Full Pound 39¢

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**\$1.39 VALUE! MEN'S
SPORT CAPS 99¢**

• Choice of many styles. Fine,
lightweight first quality fabrics.
Wide choice of colors.

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Boy's Blue Denim
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Sanforized-Washable**

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Double knee, re-
inforced deep
pockets, bar tack-
ed, zipper fly.
• 8 Ounce weight. All first quality!
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**49¢ FOIL GIFT WRAP 26-ft.
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**1.00 Val. KEY CASE Genuine
Leather 59¢**

**THUMB TACKS Card of 50
Colored 2 for 13¢**

**10¢ COFFEE MUGS Ivory
Glass 2 for 17¢**

**24¢ CLEANING FLUID Magic
Full Pint 13¢**

**PUREX BLEACH Half
Gallon 24¢**

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A BLEND OF KENTUCKY**

**STRAIGHT WHISKIES
FIFTH GALLON \$3.59**

Mellow, smooth!

**OLD MINER Distilled
DRY GIN Fifth Gallon
\$2.69 Light and dry.**

**Harkoff VODKA Fifth
Gallon \$2.69 80 Proof**

**SUN CAL RED OR WHITE
TABLE WINE Half
Gallon 73¢ OLD GIBRALTAR
BEER 6 for 87¢**

12 Oz. Cans

**FLOR DE MANUEL
Fernandez BLUNTS
TIN OF 25 98¢**

**GIBSON Automatic
LIGHTERS Fully
Guaranteed \$1.49**

**LARGE
36x72 INCH
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**BEACH TOWEL
\$2.95**

**Choice of many
fast colors.
Heavy, first
quality, absor-
bent towels**

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\$4.75
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KODAK**

**BROWNIE "127"
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\$2.19**

**Uses 127 roll film. A
precision made camera
that's easy to operate.
Perfect for snap-shots.**

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**Uses 127 roll film. A
precision made camera
that**



(Gayle Studio Photo)

PIANIST PROTEGE — Mr. and Mrs. Ray Gilliland, on right, have announced their intention of sending young Michel Rubini, son of the concert violinist Jan Rubini, to Paris to study piano. Those who have heard the talented youth play say that he is headed for a stellar career. Pictured, from left, Jan Rubini, Michel, and the Gillilands. Mrs. Gilliland has long been noted for her philanthropy, having given over a million dollars to City of Hope and actively sponsors such worthwhile projects as the Mickey Finn Boys Ranch.

Talented Young Pianist to be Protege of Gillilands

Elsinore, and Ray Gilliland have made an investment in the future that promises to add a bright star to the nation's musical circles and give happiness to a generation of music lovers.

They have announced their plans to adopt as their protege, young Michel Rubini, son of the great concert violinist Jan Rubini, and to send him to Paris to study piano at the Conservatoire.

It all happened at the Chi Chi the other evening. It was Mrs. Gilliland's birthday and they had as their guests for dinner at the Chi Chi, Rubini and Michel, and Maurice Gebber, the furrier whose smart shop is in the Hollywood Roosevelt. Joining them later were Mr. and Mrs. Thomas Hull, owners of Hollywood Roosevelt, and Mr. and Mrs. Jack Adams.

When Irwin Schuman found out that Rubini was in the house he persuaded him to play. Michel acted as accompanist for his father and then played solo and his piano work brought such enthusiastic response from the audience that they played four numbers.

Even more excitement developed when the Gillilands announced their intention of sponsoring the talented young musician's career.

Schuman is arranging to have Rubini come to the house for an engagement in mid-November. He will also be heard in Palm Springs in January when he will give a recital for the Palm Springs Woman's Club.

Gebber, who was a friend of Sid Grauman and helped him discover some of his greatest stars, said that he considers that Michel has talent which should make him one of the concert stars of his day.

Rubini expressed delight at the wonderful opportunity be-

Maurice Gebber Plans Style Show Western Week

Maurice Gebber, one of the great furriers of the country with display rooms in the Hollywood Roosevelt, who was at Howard Manor this weekend, said that he plans to hold a style show in Palm Springs during Western Week.

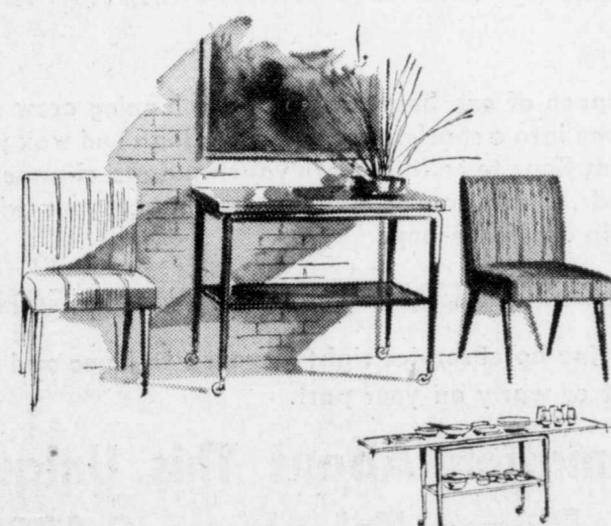
While the place has not been definitely settled, the style show will present a collection of the best furs in the newest stylings, along with some gowns, Gebber said. Leo Carrillo has promised to emcee the show.

Composer Visits Parents Here

Robert F. Graettinger, composer and arranger for Stan Kenton's orchestra, was a weekend guest of his parents, Mr. and Mrs. R. F. Graettinger, 450 Avenida Olancha.

Also guests of the Graettingers were Judge A. D. Mitchell of San Bernardino county superior court, and Mrs. Mitchell.

A complete Home Furnishing Service



Arthur Elrod Ltd.

886 North Palm Canyon Drive

Phone 2824

TWENTY-EIGHTH YEAR The Desert Sun and PALM SPRINGS NEWS

Page 1-c Palm Springs, California, Thursday, November 4, 1954 3rd Section

Around Town with Hildy Crawford

This is a true story of how Bill Powell was cast away on a desert island . . . with his favorite newspaper, The Desert Sun . . . The first time I met Bill (yes, Charlie, it was at the Racquet Club) . . . he told me that he reads this column "assiduously" . . . but it wasn't until he went to Midway for the filming of "Mr. Roberts," that he really pored over each and every item in the paper . . . For 24½ days he and Henry Fonda, Jimmy Cagney and other members of the company were marooned on Midway . . . with no form of recreation . . . and nothing to read but The Desert Sun, which was airmailed to Bill at 40 cents a copy . . . and everybody in the cast . . . plus all the military personnel that could get their hands on it . . . read The Desert Sun . . .

Bill, who was back in Palm Springs for a few days . . . before going to Hollywood to finish the picture . . . commented "We didn't know what was going on in the rest of the world . . . but we knew all about what was going on in Palm Springs" . . .

At Thunderbird

The opening dinner dance at Thunderbird tomorrow night will be a homecoming for members and their guests . . . Things are already pretty busy out Thunderbird way . . . The Dick Snidemans have come down and opened their house . . . and the Earl Jorgenson who are building a sensational place there were out to see how it is coming along . . . Desi Arnaz and Lucille Ball had a kind of unveiling of their new home . . . with photographers shooting publicity pictures.

The Paul Helms entertained there at Sunday night dinner . . . and Bing Crosby was in with a party . . .

The Ben Gales arrived this week to open their home and will have a party . . . which will include Dr. John and Gwen Costello . . . for the opening . . . The Rulon Frees will be down for the opening . . . The George Wrights are making up a party . . . as are the Gordon Prentices . . .

Mr. and Mrs. Paris Letsinger opened their Thunderbird home for a Friday night affair . . . Among the many were Ralph and Nancy Kiner, Phil Harris and Alice Faye, Judy Howard, Lou and Ruth Manseau, the Barney Hinkles, Paul Proms . . . Milt and Maggie Hicks, Blanche Hale (just back from Florida), and Mrs. Harrison Barnes (she has been in the hospital for a checkup) . . .

Autumn's Here

There was a nip in the air Saturday night when around 100 friends of Owen and Babe Churchill gathered in the patio and poolside at their San Lorenzo road home . . . for cocktails before moving on to The Tennis Club . . . where the big party took over the balcony . . .

Many of the smart new forms were in darker shades . . . and fur stoles were prevalent . . . There were probably a few

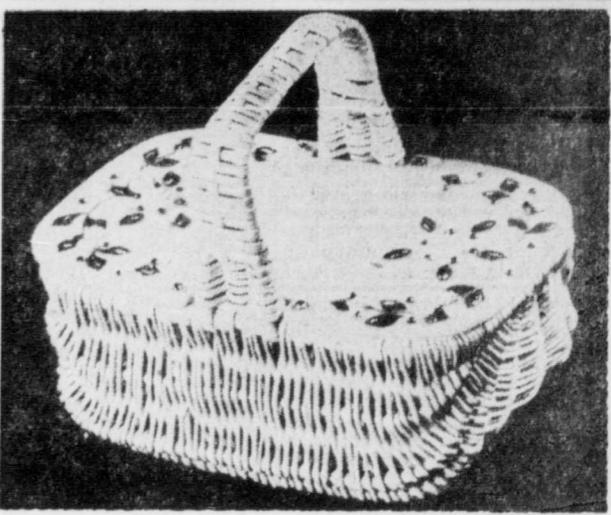
McManus, who will be social director again this year, got back in time for the party and spent a busy evening greeting her many friends . . .

It's a Gift

Elsinore Gilliland received some birthday gifts that were more expensive . . . and some that were strictly gags . . . but the one that impressed me the most was a St. Christopher medal set with semi-precious stones . . . that once belonged to the immortal Sarah Bernhardt . . .

Like most husbands, Bob Howard came very close to forgetting his wedding anniversary . . . and at the last minute boxed up a gift for Andrea that came right out of her own shop . . . It is a museum piece by that master craftsman Cellini . . . and valued at an astronomical figure . . . Now Bob is

(More, page 2c)



New, bright note to swing from your arm . . . to accent your resort costumes. Shells, posies or fruit at \$4.98*. others embossed with assorted jewels and dresden and lined with dainty prints or brocade at \$10.98*.

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Open Sundays, and of course, no additional charge for our beautiful gift wrapping.
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for your gayest casual moments,
a scooped shell of glove-soft
leather with a glamour
trim of sparkling metallic
braid. The sturdy rawhide
leather sole assures
long wear, and foam
rubber insoles mean
complete foot comfort.
they are hand-lasted
to insure perfect fit.

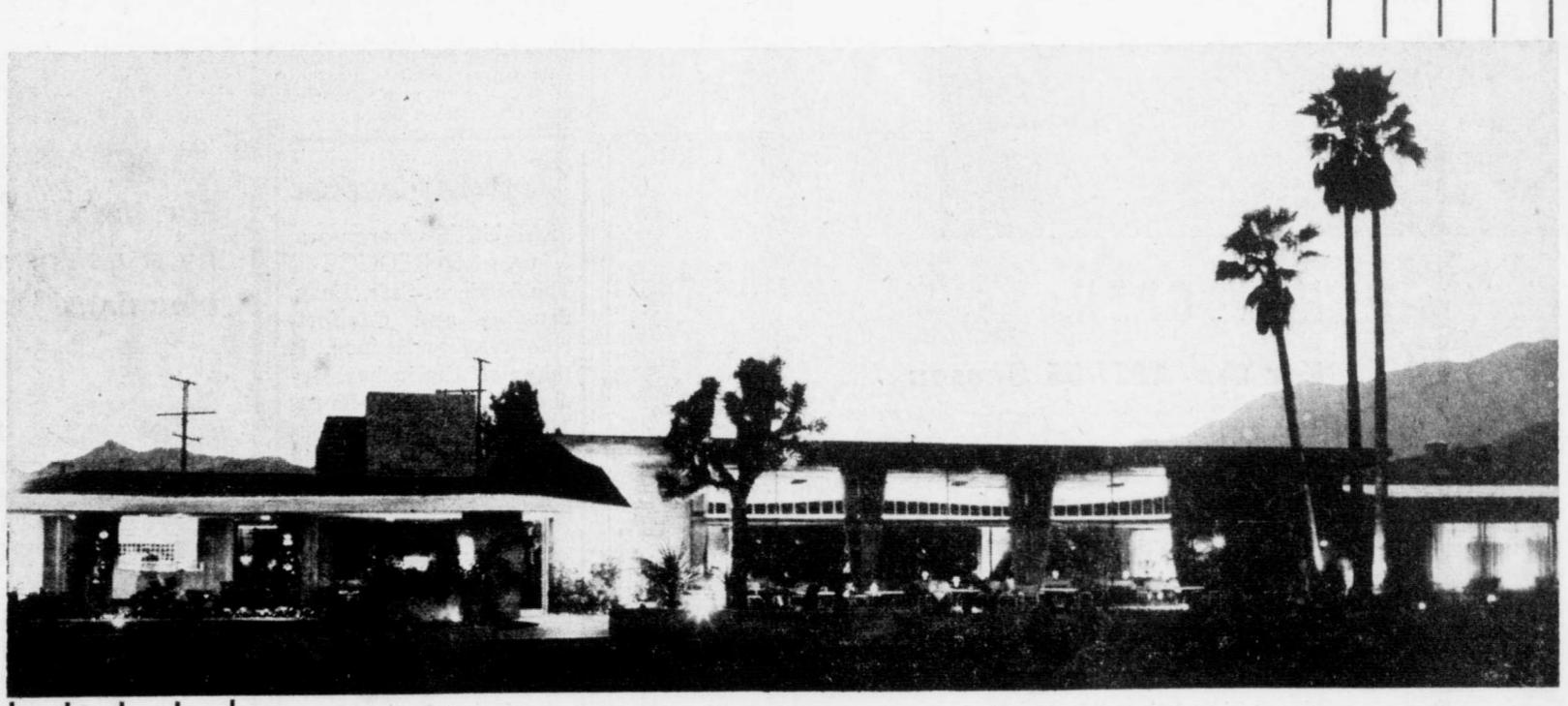
In Black, Turquoise, Red,
Palomino and White.

\$7.95

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Opposite Desert Inn

The Oasis Hotel



You're cordially invited to enjoy the finest food in the friendly atmosphere of the beautiful Oasis Hotel dining room. Visit our unique cocktail lounge for those moments of relaxation which are so invaluable during lunch hour, afternoon or evening.

Robert A. Metzdorf, Manager

Phone 2101

Operated by Western Hotels, Inc.

155 S. Belardo Rd. — One block west of the Oasis Bldg.

Eastern Star Installation Saturday Night

Palm Springs Chapter, Order of Eastern Star, will holds its annual installation of officers at the Palm Springs Woman's Clubhouse Saturday night, November 6 at 8 p.m.

Elective line officers to be installed at that time are: Worthy Matron, Helen G. Winterton; Worthy Patron, James E. Paul; Associate Matron, Isabel Magennis; Associate Patron, Louis Dubin; Conductress, Florence H. Phib; Associate Conductress, Lola Sherrill; secretary, Mary V. Watson and treasurer Virginia K. Curtis.

All Eastern Star members and Masons are cordially invited.

Darts Celebrate 21st Anniversary

Mr. and Mrs. Harry Dart celebrated their 21st wedding anniversary with a small dinner party at El Mirador hotel.

In the party were their two daughters and sons-in-law, the Barney Hinkles and the Bernard Kuhs of St. Claire, Michigan who were out here for a brief visit. Other guests were: Mr. and Mrs. Carl Barrett of Los Angeles, Mary Jane Hicks, Bill Boggess, Mr. and Mrs. Lou Mansau.

(Continued from page 1c)

Around Town

wondering if he will get a bill for it . . . I don't think he will as I saw it back in its showcase . . . Incidentally, Andrea's newly-decorated shop is Tiffany-come-to-the-desert . . . and an exquisite background for the collector's items that make up her stock in trade . . .

Howard Manor's publicist, Joe Glaston . . . who had nothing to do with the above item . . . is again making news on his own . . . He always manages to have the important events in his life recorded in Palm Springs . . . He and his wife Maxine were married and honeymooned here . . . six years ago come St. Valentine's Day . . . and last Sunday their five-year-old son, Joe Jr., was baptized at St. Theresa's . . . with Andrea Leeds Howard as godmother and Bill White, Howard Manor's manager as godfather. Father Michael O'Donohoe officiated.

Tom and Theodora Fleming are in La Jolla and San Diego this week . . . Theodora is a member of the San Diego Opera Guild and they attended the "Tosca" opening Tuesday night . . . giving a small champagne dinner at El Cortez preceding the opera . . . Tonight they will go to the party given by Dr. and Mrs. Henry Dollar at their La Jolla home . . . and tomorrow night they will be guests at a party being given by Mrs. Charles H. Morse (the late husband was of the Fairbanks-Morse firm) at La Jolla . . . The Flemings' friend Arthur O'Hara (vice president of the Northern Trust Bank of Chicago) is arriving for the Morse party . . . and will motor to Palm Springs with the Flemings to spend a few days here . . .

New Villagers

Mr. and Mrs. William Halloran (new owners of La Paz Guest Ranch) are in the Village getting acquainted . . . They will return shortly to Seattle but plan to be back here in December for the rest of the winter season . . . The Hallorans were with Muriel Fulton at the "Oasis" opening . . .

Jean Smith, who was social director at Coronado this summer and was here at the Desert Inn last winter . . . spent a few days in the Village with friends . . . before leaving for Florida, where she will be social director at a Boca Raton hotel . . .

Lloyd and Orpha Frank returned to their Vereda Norte home . . . from La Jolla where



(Anderson Photo)

PRE-OPENING PARTY — Mr. and Mrs. Owen Churchill entertained around 100 friends at cocktails at their San Lorenzo home and afterwards at dinner for The Tennis Club opening.

they spent the summer . . . Lloyd's daughter and her husband, Mr. and Mrs. Leslie Sherman of Portland (he's a buyer for Myron Frank department store) were here this past weekend to attend the MAGIC convention . . . The four of them and Helen Newland of Los Angeles dined at Howard Manor Saturday night . . . and went on to the Racquet Club to wind up the evening . . .

Joann Crawford, who has been at her mother's bedside at Cedars of Lebanon hospital . . . was home for a few days . . . Her mother (the former Hildamay Jensen who was married again in August to Harvey Dick) . . . has undergone surgery . . . but continues in a precarious condition . . . Joann is still taking off weight . . . 22 pounds to date . . .

A note from Vivian Austin from Bel-Air . . . where she has just returned from her annual

check-up in Peter Bent Brigham hospital in Boston . . . Says she is doing fine but still can't start tennis as she had hoped . . . Now that Glenn has retired they are at work again on plans for the new home they are going to build in Palm Springs . . . and expect to be down here soon . . .

Mrs. Harry Clatworthy spent a few days in Beverly Hills as the guest of her friend, Mrs. C. C. Craig . . . She attended the Jack O'Lantern Ball in Mrs. Craig's party . . . Her husband, who stayed in Denver to vote, started motoring to Palm Springs right afterwards . . .

Among the many who attended the opening of the Sea Horse . . . were the Paul Helms, the Paul Hoffmans . . . and the Charles Deans . . . all of Smoke Tree . . .

Congressman and Mrs. Chester Holifield (of 19th Congressional district) were down from Montebello . . . for a weekend in Palm Springs . . . before returning to Washington . . . They were guests at the Nat Dumont home . . .

Pictured at the party at their home are, left to right, the host, Mrs. Ernest Pagano who is just back from New York, Mrs. John McClure and Mrs. Churchill.

Gala Party Expected at Racquet Club

The Racquet Club's formal opening party Saturday night promises to be a gala affair. Many parties both large and small are being planned for the event with a number of cocktail gatherings both at the Club and in private homes planned to precede the actual dinner dance.

But a few of those who have indicated they will attend the fun evening entertaining for groups of friends are Colonel and Mrs. Michael Paul, Gregson Bautzer, noted songwriter Herb Nacio Brown Sr., Mr. and Mrs. Thomas Fleming, who plan to host a large party of their friends.

Also Mr. and Mrs. Ed Krist, Mr. and Mrs. Jack Meiselman, Mr. and Mrs. William Hollingsworth, Mr. and Mrs. Allan Blair, Mr. and Mrs. Montague Herbert, Mr. and Mrs. George E. Barrett, who are flying out from their home in Illinois in

Joel Stones Sell Place in the Sun

Mr. and Mrs. Joel Stone have sold Place in the Sun on San Lorenzo road to Mr. and Mrs. Charles Grover of Seattle, who will assume possession the first of the year.

The Stones and their daughter Sally will remain in Palm Springs and are buying a house in Tahquitz River estates.

time for the occasion.

And Mr. and Mrs. Alphonzo Bell Jr. who will return to the Club from their Los Angeles residence the latter part of the week for another desert vacation, William Boggess, Mr. and Mrs. Freeman Gosden.

Nurses Desert District No. 34 will hold a rummage sale on Saturday at 233 South Indian avenue, near the ice house. Ruth Grelson is chairman in charge of the sale, which will raise money for the Polio and Hemophilia foundations.

The Desert Sun—2c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 4, 1954

Style Show to Benefit Youth Work

Invitations go out this week for a fashion designers' luncheon to be given at the Racquet Club on November 20.

Sponsored by Dorothy Gray Inc. and co-ordinated by Lee Anderson, the show will be a benefit for Mickey Finn Youth Foundation.

It will feature leading west coast fashion designers selected by Harpers Bazaar including Addie Masters, Pat Premo, Spectator, Adele of California, Marjory Michaels, with hats by Rex of Beverly Hills.

Out-of-Town Guests Are Entertained

Entertaining for their houseguests, Mr. and Mrs. Charles Carr, and a group of Los Angeles and Beverly Hills friends who were down for The Tennis Club opening and for a Palm Springs weekend, Mr. and Mrs. John McClure hosted a Sunday night cocktail and dinner party at their home on Mesquite.

The party included the George Barracloughs, Earl Callants, Mr. and Mrs. Owen Churchill and Beth Scott.

chill, Mr. and Mrs. William Malouf and their houseguests, the Ralph Hemphills, and Mrs. Ernest Pagano.

On Monday evening, Mr. and Mrs. Malouf entertained at a dinner party at the opening of the diningroom at Hotel The Oasis, with the Callants and the Barracloughs as their guests.

Also in the party which gathered first for cocktails at the Malouf home, were the John McClures, the Thomas Flemings, Bill Crawfords, Mrs. Owen Churchill and Beth Scott.

Rear Admiral George C. Dyer, U.S. Navy, Commandant of the Eleventh Naval District, and Mrs. Dyer were houseguests this past week of Captain and Mrs. Douglas in Rancho Mirage.

Stunning

New

Comfortable

Fall

Cottons

Styled and tailored
with the nicety of woolens



But kept to
Pleasing Budget
Prices

New Location
457 North Palm Canyon Drive

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An unusual selection
of interesting planter
and house plants



Village Flower Shop
In The Center
174 North Palm Canyon Drive
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WE SUPPLY ALL THE EQUIPMENT AND CLEANING MATERIALS

Enjoy the luxury of fine hotel service right in your own home and relax in an immaculate house without effort or worry on your part.

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For the Young Sophisticate

Miss Pat's clever new Crazy Tops, the new short loose jacket blouse worn with the tapered slacks.

Just received more and even more beautiful

Squaw Dresses

A terrific buy in

New Casual Moccasins flats.
Wedges and semi-wedges and, of course

Popular Priced Western Wear for the Entire Family



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Ownership-Management of
Mr. & Mrs. William Halloran

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about November 10.

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Physiotherapist
Office Telephone 5604
Residence 7388



(Anderson Photo)
AT TENNIS CLUB — Mr. and Mrs. Sam Taylor are shown with a group of friends as they opened The Tennis Club for the

winter season. Pictured, left to right, Mrs. Taylor, Mr. and Mrs. George Wright, Mrs. James Garibaldi, Judge Garibaldi and Mr. Taylor.

Many Family Groups Among Diners at the Beachcomber

Among the many family dinner parties noted at Don the Beachcomber this weekend was the one given by Mr. and Mrs. A. R. Simon. With them were their children John and Lynn and Mrs. Simon's mother, Mrs. A. Finsterwald of Los Angeles, who has just returned from a trip around the world.

Charles Becker (Mrs. Becker is on an Oriental cruise) was in for a pre-theater dinner with daughter Mrs. Jacqueline Cole and his grandsons.

Mr. and Mrs. Franklyn MacCarthy and their daughter and son-in-law, Mr. and Mrs. Clifford Heinz Jr. of Beverly Hills, dined there on Tuesday night.

A foursome were Mr. and Mrs. Ellsworth Vines and Mr. and Mrs. Ed Vines.

The James V. Kearns of



(Jim Frey Photo)
AT THE OASIS — Among the diners at Hotel the Oasis opening night were the George Barrocloughs, on left, and the Earl Collins.

Buffet and Dancing are Popular

Over the long miles between Palm Springs and Guam, Dr. Georgiana Raymond talked over the telephone Friday night with her sister Nina Graves.

It was 7 p.m. Friday here and Saturday noon in Guam as the two sisters conversed.

Mrs. Graves and her two daughters Betty Jo and Beverly, who have frequently visited in the Village, went to Guam in January to join their husband and father C.P.O. James H. Graves of the United States Navy.

Dr. Raymond said the telephone call was a great thrill and that she could hear her sister perfectly.

Sunday night buffet dinner dances at the Racquet Club, always one of the most popular Club events in seasons past, are more popular than ever this year.

Mr. and Mrs. Frederick Brisson (Rosalind Russell) were a Sunday night foursome with Mr. and Mrs. Van Johnson.

Both couples are vacationing at the Club. The preceding evening they also enjoyed dinner dance fun with additional members of

the party including Mr. and Mrs. Pat Hoy of Chicago, Mrs. William Powell and Mr. and Mrs. Charles Farrell.

Perkins Bailey, distinguished fashion editor of Look Magazine, Mrs. Bailey and Jack Hyde, western editor of Menswear, were diners at a nearby table, as were noted designers William Greer and Walter Plunkett. The latter is head designer for MGM studios.

Mr. and Mrs. William Bendix were a foursome with Villagers Mr. and Mrs. George Brown.

Mr. and Mrs. Sol Lesser, but recently returned to the Village, were hosts to a party of their friends, as was Mrs. Allan Jones, Dr. and Mrs. Frank Purcell, Mr. and Mrs. Edwin Silverman, Mr. and Mrs. Don Castle,

and Mr. and Mrs. Paul Masters. The Masters, who are staying at the Club, came down early in the week to celebrate their 35th wedding anniversary.

Jack Warner, who is also in residence, hosted a party including Mr. and Mrs. William Orr, Mr. and Mrs. William Hollingsworth (Sara Shane) and Greg Bautzer, among others.

Little Folks Cottage
Home of the unusual in children's clothing
111 N. Palm Canyon Dr. in the Desert Inn grounds

Denslows
Our 17th Season
on the
Desert Inn grounds
(Free Parking While Shopping)

Smart Kid-Skin
Sweaters
all colors
soft as butter
at
Reduced Prices

Denslows
137 North Palm Canyon Dr.
PHONE 5732

Masons to Hear Education Panel

A three-man panel and moderator will conduct a Masonic Education program for Palm Springs lodge at their next meeting on Monday night, November 8, at 8 p.m. at the Masonic Temple. The panel which is provided by Southern California Research Lodge will speak on "Symbolism in the Lodge."

Marvin Wade, Master, said that all sojourning brethren are invited to attend.

Also on the Masonic calendar for November is Past Masters' Night on November 15, when for the first time, Palm Springs Lodge will have sufficient past masters to fill all stations. Senior Past Master Jerry Carlson will be in charge.

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Fashion
in your size
— sensibly priced

Dresses — \$22.95 to \$165.00

SIZES

7 to 15

8 to 20

38 to 44

Half Sizes

Petites

30 and 90 Day
Charge Accounts

191 South Palm Canyon Drive
Near The Plaza
Store Hours — 10 - 6

Soroptimists Plan Potluck, Social Meeting

(Clubs and organizations are invited to call in calendar dates.)

November 4
Palm Springs Chapter No. 576, Order of Eastern Star, Masonic Temple, 8 p.m. Lions Club, Chi Chi, noon. Elks Lodge No. 1905, lodge hall, 8 p.m. Cahokia Chapter Daughters of the American Revolution, 1620 Indian Trail, 2 p.m.

November 5
Thunderbird opening.

November 6
Racquet Club's formal party.

November 8
Palm Springs Lodge No. 693 F & AM, Masonic Education program, Masonic Temple, 8 p.m. P. S. Chapter D.A.V., Legion Hall, 8 p.m.

November 9
Kiwanis Club, El Mirador, noon. Soroptimists, Chi Chi Starlite Room, noon. Desert Does, Elks Lodge, 9 p.m.

November 10
Rotary Club, Tennis Club, noon.

Lagunans Buy Geierman House

Mr. and Mrs. E. P. Geierman have sold their house at 844 North Riverside drive, to Mr. and Mrs. Andrew Hall of Laguna Beach. The Halls own the

The Desert Sun — 3c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 4, 1954

Laguna Federal Savings and Loan. The Geiermans, owners of the Sea Horse restaurant, will live in their apartment there.

For those who prefer not to use our regular charge account service we suggest—

Our Lay-Away Plan.
Avail yourselves of the opportunity to make your holiday purchases now and pay later.

Listen to Sleepy Joe Stories KCMJ—11:15 a.m. Saturday morning

mary helen

140 North Palm Canyon Drive
across from the Desert Inn
Phone 5107

Silhouette Contour Salon



invites you to their

Friday, November 5th Opening

of a

Modern Reducing Studio

Professional Reducing Method

also

Gyrolator treatments for relaxing.

French facials and muscle toning by Simone of Paris.

Lady physician consultant.

Freda Thomas, Manager

373 South Palm Canyon Drive Phone 2431

(Across the street from Thrifty Drug Store)

Keep them Singing with
Quality food!
at prices that keep you happy!
from THE PALM CANYON MARKET

MEATS

Rath HAMS

WHOLE OR SHANK END

53¢

CHOICE AGED BEEF

T-BONE \$1.05 lb.

TOP SIRLOIN \$1.29 lb.

ROUND STEAK 79¢ lb.

RIB STEAK 79¢ lb.

Ground ROUND 59¢ lb.

ECONOMY AGED BEEF

T-BONES 79¢ lb.

TOP SIRLOIN 98¢ lb.

ROUND STEAK 59¢ lb.

RIB STEAK 59¢ lb.

Ground CHUCK 49¢ lb.

— All Meat Cut to Your Order —

SIMPLE SIMON FROZEN PIES — 25¢

TABLE QUEEN TOMATOES 2½ can DIAMOND-A-CUT STRING BEANS	19¢	FRANCO AMERICAN SPAGHETTI	2 for 29¢
HUNT'S POTATOES LIBBY'S PUMPKIN CAMPBELL'S TOMATO SOUP	2 for 19¢	DEL MONTE TOMATO SAUCE	3 for 25¢
LIBBY'S PUMPKIN CAMPBELL'S TOMATO SOUP	2 for 29¢	SUNSWEET PRUNES	2 lbs. 54¢
CAMPBELL'S TOMATO SOUP	2 for 21¢	HILLS-DALE—No. 2 can Sliced PINEAPPLE	25¢
		FREESTONE — No. 2½ PEACHES	25¢

Fresh Vegetables

CELO CARROTS 9¢

NORTHERN DELICIOUS

APPLES 3 lbs. for 29¢

WHITE ROSE POTATOES 5 lbs. for 17¢

Carton Cigarettes \$1.79

BABO CLEANER 2 for 25¢

Caswell's COFFEE \$1.05 lb.

SHREDDED WHEAT 2 for 35¢

S & F — Quart APPLE JUICE 29¢

C & H CANE SUGAR 5 lb. 55¢

10 lb. 98¢

Palm Canyon Market

1111 S. Palm Canyon Drive

FREE DELIVERY

Phone 5119

Classified ... Ads ...

The Desert Sun

and PALM SPRINGS NEWS
Published every
MONDAY AND THURSDAY
(Except June, July and August, when
published Thursdays only)

PHONE 2249

Box 190, Palm Springs, Calif.

RATES

(Minimum ad, 3 lines—count 24 letters and spaces to a line) 75¢
1 time, per line 75¢
(Min. 2.25—1.50 cash in adv.)

Per 1 week 2 weeks 1 month
Line (2 TIMES) (4 TIMES) (9 TIMES)

1.00 1.25 2.25

• Ads ordered for more than one time must count in consecutive issues to earn above rates; otherwise single insertion rate will be charged for each time run.

• Save by ordering your ad run 4 or 9 times—if cancelled before completion, applicable rate will be charged at nearest rate applicable for the run and get a REFUND for the difference.

• This newspaper cannot be responsible for more than one incorrect insertion; please notify us promptly of any error.

• DEADLINES—for new copy or cancellation:

MONDAY ISSUE—5 P.M. FRIDAY

TUESDAY ISSUE—5 P.M. TUESDAY

• ADDRESS all communications to: The Desert Sun P. O. Box 190, Palm Springs, California.

LOST and Found 10

LOST DOG, Thunderbird Ranch October 15, 1954. American Pointer, white with liver-colored spots, liver-colored ears. Reward. Alice Schmidt, 401 Bonhill Road, Los Angeles 49.

Personals 12

FORTUNE TELLERS
PALM and Psychic readers.

Madames Ann, Marle and Lena. Advice on all problems of life. Private readings, 9 to 9. Appointments not necessary. Same location 15 years. 632 3rd St. Phone 8-9036, San Bernardino.

WILL PARTY or parties who sawed down sign of Ho-Hum apartments, 962 Dawes, Cathedral City, please return same. No questions asked.

WILL NOT be responsible for any debts incurred by anyone but myself. Lorene McGlamary.

ALCOHOLICS Anonymous, Airport, 8:30 Wednesday nights. Phone 2701.

Service Miscellaneous 15

ONLY QUALITY PAINTING COMMERCIAL - RESIDENTIAL Color-tone experts. All my men are insured painters. FREE ESTIMATES PH. 8-3545 F. H. KUNKLE Painting and Decorating Contractor

TREE SERVICE TRIMMING, TOPPING AND REMOVAL 830 BROADWAY, CATHEDRAL CITY PHONE 8461 or 2701

PAINTING ROY'S GENERAL REPAIR Carpenter, Patch Plastering Cement and Block Work Interior Decorating 400 S. Indian Ave. Ph. 3388

INTERIOR, exterior, Brush or spray. Color matching. 20 years experience. Roofs included. Phone 8-3091.

WOMAN, 38, unattached, wants live-in job, type, baby sit, etc., own car; not as a maid. Phone San Bernardino collect 373476.

CARPENTRY REMODELING, Alterations and new construction. Reasonable rates. Phone 8-3091.

WANTED: Painting, decorating, paperhanging. By the hour. Expert, clean work. Phone 4300 days or 3109 eves.

Morrison Sewage Disposal Cesspool and Septic Tank Sanitary cleaning Ph. 8-3613

LAWNS Preparing — Seeding Phone 3388

DRESSMAKING Tailoring — Alterations PHONE PHYLLIS LUCAS, 7133

Situations Wanted 25

Screened, experienced personnel. Domestic, restaurant, hotel, office, medical. EMPLOYMENT SERVICE AGENCY 135 E. Andreas Road Phone 2901 Phone 2556

RELIABLE couple (or will work separately) with local references desire part time work, elderly couple preferred. Have late model car. Live out. 310 Tamarisk Road. Ph. 6304.

REFINED middle aged lady, here for winter, like job as companion to elderly person. Write Desert Sun, Box 190, File L-1.

MIDDLE AGED woman, companion or practical nurse to elderly person. Write Box 1253 Palm Springs.

WANTED ALL KINDS OF YARD WORK Phone 6974

MAITRE 'd seeks position, fully qualified, last position Shamrock Hotel. Phone 4682.

Situations Wanted 25

MIDDLE AGED couple desires motel position as working managers. Best of references. Call collect Escondido 8747-M-1, H. J. Miller, Box 117, San Marcos, California.

COUPLE — Resort owners for 12 years would like position as working managers and maintenance man. Reference furnished. Box 1083, Palm Springs.

LICENSED vocational nurse, capable, refined, unencumbered, typist, good cook. Live in, desires seasonal or permanent. Write Desert Sun, Box 190, File K-9.

PAINTING, decorating, paper hanging. Very reasonable. Free estimates. Phone 5850 or 2341.

PHONE JEN 7036 for manuscript editing and typing, expert statistical typing, free lance copy writing.

IF YOU NEED a licensed practical nurse, phone DHS 42553 for appointment.

EXPERIENCED housekeeper and cook, best of references. Phone 3128.

Help Wanted 27

NO FEES

Why not register with us? We serve members throughout the desert area.

Maid, domestic, live in. Houseman, colored.

Couples, domestic and hotel. Waitresses.

Night auditor, male. Hostess, dining room. Housekeeper, working. Hotel. Bus boys, (Filipinos)

Tailor, alterations on women's ready to wear.

Hotel maids, live in or out. Salesladies, ready to wear.

Couple — kitchen helpers.

Apply in person

PALM SPRINGS EMPLOYERS ASSOCIATION

224 N. Indian Ave.

Food checker, female \$300
Houseboy, cook, Filipino R&B \$250
NCR 2000, male R&B \$200
Chef, European \$700
Bookkeeper, steno \$300
Steno trainee \$200 up
Salesladies Open
Night Auditor \$300
Couple, hotel \$275 plus
Secretary R&B \$150
Hotel maid R&B \$150
Cook, housekeeper \$175
Domestic couple \$400
Waitresses, tray and arm. Bus boys, experienced. Dishwashers, live in or out. Mothers' help R&B \$125
Many other positions OPEN SATURDAYS

EMPLOYMENT SERVICE AGENCY 135 E. Andreas Road

ACTIVE Real Estate Broker or Salesman wanted immediately.

JO LEMONS

Phone Palm Desert 76-3181

WANTED: Doctor's office assistant, experienced only, typing, bookkeeping, give injections, etc. New office, nice working condition. Apply 555 Broadway, Cathedral City 83464.

BUILDING custodian, full time permanent job. Prefer man over 45 who can drive a car. Ask for Bill Holmes or D. C. Staehler.

Stack Chevrolet 330 Sunny Dunes Road

SECRETARY, Sales, Waitresses, Maids, Desk Clerks, Nurses.

DWYER'S BUSINESS SERVICE 256 S. Palm Canyon Drive Agency Phone 7691

OUR BUSINESS IS HEALTH! Top commission and bonus plan—2 topnotch salesmen or women. Part time OK to start. Write fully, Box 505, Desert Hot Springs.

Wanted, expert manicurist and pedicurist. Phone 4501 or 2452

WHITE couple with trailer for work in trailer park. Adults only, no pets. Phone 9091.

Bus. Opportunities 29

COMPLETE coffee shop for sale, with fountain and 15 stool counter. Due to remodeling must sacrifice this completely equipped unit, which cost original owner \$7500, for ONLY \$2000. Terms can be arranged if needed.

ALSO—6 complete booths with tables, good condition.

6. TRADE steam table and miscellaneous restaurant equipment. See—PAVNY'S 1001 S. Palm Canyon Drive

NEW MODERN SERVICE STATION 50-90 Hiway 99, 5 miles west Junction 111. Excellent location for truckers station. 250 foot frontage. Station, tire shop, lounge. Also large garage, cafe, living quarters or office. Ample parking. Lease all or part. J. Belisito, Box 196, Cabazon. Ph. Banning 4215.

REFINED middle aged lady, here for winter, like job as companion to elderly person. Write Desert Sun, Box 190, File L-1.

MIDDLE AGED woman, companion or practical nurse to elderly person. Write Box 1253 Palm Springs.

WANTED ALL KINDS OF YARD WORK Phone 6974

MAITRE 'd seeks position, fully qualified, last position Shamrock Hotel. Phone 4682.

Real Estate — For Sale

TERESA PRESS

EVERYBODY KNOWS "YOU ARE LUCKY" WHEN YOU LIVE IN PALM SPRINGS."

"SPECIAL" — Out of bankruptcy, title now clear. Needs some finishing and cleanup work, unusually attractive interior, 3 bedrooms, 2 baths, terrific fireplace, beautiful bar opens onto patio and pool. oversized kitchen, lots of tile. A BARGAIN AT \$17,000.

ECONOMY HOMES

3 YEARS OLD. Furnished 3 bedrooms, 2 baths. Katherine Finchy school district. \$14,500.

CLOSE TO SCHOOLS and shopping. Large lot, walled and landscaped, furnished 2 bedrooms, 1½ baths. Ideal for retired couple. \$16,500.

UNFURNISHED

3 bedrooms, 2 baths. \$11,500.

LARGER HOMES

COMPLETELY FURNISHED, Linens and dishes included, close in. 2 bedrooms, 2 baths, living room with fireplace, dining room, enclosed patio, lovely plantings. \$17,500.

LUXURY HOMES

ESTATE HOME. 5 bedrooms, 4 baths. Completely furnished. \$31,000.

INCOME

Being completed now — 4 spacious one bedroom apartments.

Excellent rental location near schools. \$4,500 down, \$182.89 monthly payments. \$24,975, full price.

RENTALS

4 UNITS LEASED. Room for 6 more \$32,500.

2 BEDROOM

home furnished, south end. Season. — \$250

LOTS

R-2 LOT. Room for 12 units. — \$8800

R-1 LOTS

— \$1000 to \$2500.

TERESA PRESS

REALTOR

420 South Indian Ave. Phone 5282 or 5691

Real Estate — For Sale

BUY OR BUILD

WE HAVE THE "TOP VALUES"

TALK TO GEORGE GANNON AND ASSOCIATES

BUY

\$2500 DOWN, \$120 MONTH, new 3 bedrooms, 2 baths, fireplace, furnace heat, large kitchen with dining area, large lot beautiful view, immediate occupancy. \$15,750, full price.

4 BEDROOMS and den, 3 baths, large kitchen with loads of cabinets, living room with separate dining area, service porch, east and south patios, large walled corner lot. All this for \$23,500 furnished. Excellent terms available.

LAS PALMAS ESTATES — 3 bedrooms, 3 baths, custom built quality, large living room with sliding glass doors opening onto beautiful south patio. A wonderful floor plan for desert living. 2 car garage, large walled lot. \$45,000 furnished.

INCOME

Being completed now — 4 spacious one bedroom apartments.

Excellent rental location near schools. \$4,500 down, \$182.89 monthly payments. \$24,975, full price.

BUILD

NEW HOME ON YOUR LOT

\$500 down, 2 bedrooms, 1 bath, carpet, 911 square feet—\$7975. \$1250 down, 3 bedrooms, 2 baths, carpet, 1384 square feet. \$12,750. \$1250 down, 3 bedrooms, 2 baths, 2 car garage, 1511 square feet. \$13,750.

MANY PLANS TO CHOOSE FROM — SEE AT OUR OFFICE

GANNON REALTY CO.

REALTORS

711 N. Palm Canyon Drive Phone 2772

Real Estate — For Sale

CULVER NICHOLS

SUBDIVIDER AND DEVELOPER

AT 861 NORTH PALM CANYON DRIVE SINCE 1932

\$9000—THIS is a 2 bedroom, 1 bath DOLL HOUSE. Small down.

\$2500 will handle this new spacious 2 bedroom home with fireplace, beautiful, close in area near grade school and park. ONLY \$13,500.

\$11,750 SWEET AND LOVELY 1 bedroom dream house completely furnished, close in, garage and storage, move right in!

\$15,500 BRAND NEW deluxe 2 bedroom, 2 bath, ducted heating and cooling, fireplace. Terms.

ONLY \$19,500. NEW

Real Estate—For Sale 35**A NICE PLACE**LOCATION
in the South endTHE LOT
A large attractive lot 110x133THE HOUSE
A very comfortable and well
built 3 bedroom, 2 bath
home. Nearly new. Lots of
tile, closets, beautiful fire-
place, large dining area.ALSO
Large 2 car garage
THE PRICE
\$19,750

SEE IT NOW!

FRANK MILLERSUN REALTY CO.
Associates
Leona V. Smith
Harry Gillingham
428 N. Palm Canyon Ph. 2929**"HEY THERE!"**YOU WITH THE STARS IN
YOUR EYES".
SEE THIS LOVELY 2 bedroom
and den, 2 bath unfurnished
house. It has a 2 car garage,
fully walled and landscaped.
Located in best residential
area in south end. This is a
MUST for you to see. Owner
anxious to sell. Asking \$24,
500, terms.GOOD BUY AT \$12,600
3 BEDROOM house. Out of
town owner says to sell at
this ridiculously low price,
which includes carpets,
drapes, refrigerator, range
and breakfast set. Terms.Ralph Weinstein
REALTOR
256 S. Palm Canyon Drive
Phone 2884**Gorgeous Home**3 BEDROOMS, 3 baths, fireplace
and barbecue, 2 car garage,
completely walled and landscaped,
3 patios. R-2 zone lot,
84x138. A real buy at \$19,500.
For inspection call 4620.WE have many good trades —
What have you?David Applebaum
N. R. WILSON Associate
Realtors
326 S. Indian Ave. Ph. 5555OWNER LEAVING
MUST SELL!
HOME AND INCOME
2 BEDROOM house plus 1 bed-
room guest house, cement
block construction, tile roof,
wood floors, walking distance
to town. Low price of \$12,000
furnished for both, only \$2500
down. EASY TERMS.
Not on leased land.Ray Miller
and**Gene W. Johnson**Phone 3722 596 S. Indian Ave.
Real Estate, Insurance and
Business OpportunitiesJames Hammond
REALTOR
875 N. Palm Canyon Drive
Phone 5373TENNIS CLUB area. Spacious,
attractively furnished 4 bed-
room, 4 bath home. Sheltered
pool. Walled and landscaped.
340 Pablo Drive.152x244 —VACANT property on
Palm Canyon Drive, \$38,500.3 BEDROOMS, 2 baths, swim-
ming pool, \$17,500.

Finest selection of rentals.

Associates
Esther P. Hammond
Eve Morgan Chas. Mathews
Marian Mathews Lisa Jones2 BEDROOM, 2 bath home,
nicely furnished on 120 ft. lot.
Sell with small down pay-
ment or lease with option to
buy. TV cable installed.WELL LOCATED 2 bedroom, 2
bath home. Excellent buy at
\$13,500 unfurnished.

See us for industrial property.

John W. Williams
REALTOR
Associates ROSLYN LANG
CLAUDE W. GOTTBEBUET
DON WILLIAMS
428 N. Palm Canyon Ph. 3311"LET'S TALK IT OVER"
FOR THE
BEST BUYS IN
PALM SPRINGS
SEEValmah T. Price
with H. H. Foster, Realtor
101 N. Palm Canyon Dr.
Ph. Off. 3555 Ph. Res. 8-5752

"LET'S TALK IT OVER"

MUST SELL. Terrific deal for
owner manager, hotel apart-
ment center of Palm Springs.
Trade accepted, balance long
terms, contract. Brokers wel-
come. Owner resident 1145
Tacheval Dr., Palm Springs.TRIPLEX, 1 bedroom each. Cor-
ner Junipero and Via Olivera.
\$285 month income. \$27,500.
\$7500 down.

BOZE Ph. 5254 or 5370

Real Estate—For Sale 35**OUTSTANDING****Reliable Values**MODERN 10 unit furnished
court, central Indian Avenue
location. Large swimming
pool, lobby and refrigerated
air conditioning in each unit.
Excellent returns. \$115,000.
terms or offer.HOTEL SITE — corner lot 118x-
207 on Indian Avenue, best
hotel district. \$25,000. terms.MODERN 3 bedroom, carpets
and drapes, large pool, qual-
ity construction built for own-
er, exclusive location. \$37,500.
terms.FURNISHED 2 bedroom house
and 2 bedroom guest house
with individual full bath
each, exclusive corner loca-
tion, \$25,500. terms.LARGE modern furnished bed-
room apartment, best location
in town. Luxuriously fur-
nished, adults only. Will lease
for year or season. Attractive
rental.For Real Values in Real Estate
Buys Consult**ADOLPH ISRAEL**Realtor
and associates
671 N. Palm Canyon Ph. 2981**Open 12 to 5 p.m.**Friday, Saturday, Sunday
1470 S. CALLE MARCUSBEAUTIFUL furnished home,
2½ years, 3 bedrooms, 3 baths,
heated and filtered pool,
3x18, large patio, fenced
yard, lot 100x100. Asking
\$42,500. May lease 1 year. Mr.
Billings, owner. Phone 5689.**Home or Income**2 BACHELORS, 1 single, 3 baths.
Studio rooms with high ceilings,
built by artist 6 years ago;
on large corner, paved street,
direct TV reception. A
terrific buy for only \$18,500.
For inspection call 4620.WHEN YOU BUY
or
WHEN YOU SELL
Consult**Murphy Realty**Phone 5102
446 N. Palm Canyon DriveFREE: Unbuyable beauty! De-
corator's perfect 2 bedroom,
den, 2 baths, tile, new paint,
custom drapes, foam, antique
pieces. O'Keefe and Merritt
range, 2 glass ovens, broilers.
11 Philco, 4½% Veteran
loan. Owner, 642 Highland
Drive.OUTPOST ESTATES
2 BEDROOMS, lanai, service
porch, fireplace and garage,
landscaped, swimming pool
and tennis court privileges.
Priced to sell. Phone 3642 or
9029. 32969 Shifting Sands
Trail.FURNISHED duplex and gar-
age, \$500-\$2000 down, \$100
5 room furnished house, \$6840. Payments like
rent. Louis Venger, 3775 No.
Indian Ave. Ph. 5595 - 6060.
"All Men Are Brothers."BANNING
FOR
BETTER
REALTY
DEALS
SEEADOLPH ISRAEL, REALTOR
671 N. PALM CANYON DRIVE**INDIO**BEAUTIFULLY new 2 bedroom
home and extra sleeping
house. 20 foot living room,
fireplace, 1½ baths, double
garage, nearly 1 acre, corner.
Terms. Must sell, make offer.
66 and Tyler, 1 mile east 99,
11 miles south Indio.LA QUINTA
\$100.00 DOWN
FULL PRICE \$4990U-FINISH INTERIOR—U-SAVE
See Model Corner
Hidalgo & HerreraLa Quinta open house
2 p.m. to dark—Fri., Sat., Sun.
or Contact FRANK BELL45-261 Jackson St.
Ph. 7-3776 — Res. Ph. 7-7893
RepresentingOMART INVESTMENT CO.
1111 West Foothill Blvd.
Azusa, California

SAVE \$21,000

30 ACRE farm. 3 bedroom home.
Grapes, grapefruit, dates,
\$39,500, terms.

CABAZON

UNRESTRICTED, 10 acres and
house in nearby Cabazon.Water, electricity, paved
street. Write owner, Hal Eny

2208 West 8th St., L. A.

CATHEDRAL CITY

\$6500

NICE 1 bedroom stucco home
on corner lot. Garage, sun
deck, floor furnace.**OTTO REALTY**830 Broadway
Cathedral City

\$6500

NEW 2 bedroom furnished
home including TV. Good lo-
cation. \$11,500. Make offer
today on this nice home.
Phone 2727.MOTEL on Hiway 111. Three
double, 2 singles. Room to
build. Lot 75x190. Low down
payment. Owner. Ph. 8-3353.NEW ROOMS, lot F, cabana section,
Tramview Trailer Park. Ph.
8-3752.TRIPLEX, 1 bedroom each. Cor-
ner Junipero and Via Olivera.
\$285 month income. \$27,500.
\$7500 down.

BOZE Ph. 5254 or 5370

"LET'S TALK IT OVER"

MUST SELL. Terrific deal for
owner manager, hotel apart-
ment center of Palm Springs.
Trade accepted, balance long
terms, contract. Brokers wel-
come. Owner resident 1145
Tacheval Dr., Palm Springs.TRIPLEX, 1 bedroom each. Cor-
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"LET'S TALK IT OVER"

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owner manager, hotel apart-
ment



GIVE HELP AS WELL AS THANKS

ANSWER the CALL

YOUR
CONTRIBUTION
CAN TURN
TEARS
INTO SMILES

For Hundreds of Needy Children



WE
MUST
TAKE
CARE
OF
OUR
OWN

PALM SPRINGS COMMUNITY CHEST

Sponsored by the

PALM SPRINGS WATER COMPANY

Harold Hicks, Pres.

Milt Hicks, Vice Pres.



Paddock is your best buy

Whether for pool construction, service or equipment, Paddock is your unmistakable sign of quality.

Construction:

Over 35 years swimming pool construction experience — Pioneer of the modern design pool. Sound engineering and skilled craftsmen—all pool specialists.

Service:

Paddock backs your pool contract with an unequalled service department . . . competent, well-trained service men to take care of your every problem.

Equipment:

The world's largest exclusive manufacturer of pool equipment . . . all backed by Paddock's guarantee . . . mechanically designed to do the best job for your pool.

16 Pacific Coast offices for your convenience
• • • check your local classified directory.



Paddock

693 Sunny Dunes Road

Phone 5123

Used Cars for Sale	70
1947 INTERNATIONAL Delivery Panel Truck, good condition. See Hugh Williams, Lot 131, DeLuxe Trailer Park, Cathedral City. Evenings only.	
1949 STUDEBAKER 2 door Regal sedan. Radio, heater, overdrive. \$495. PLAZA MOTORS	182 E. Arenas Rd. Ph. 5122
1954 CADILLAC convertible coupe. Has all accessories. Like new. Phone Indio 73-475.	
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Used Cars for Sale	70
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6 MONTH	WARRANTY
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"88" hard top coupe. Hydramatic, radio, heater, power brakes.	\$2295
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Convertible coupe. Powerglide, radio, heater. Light blue. Like new.	\$1695
1952 PONTIAC	
"8" Station wagon. Radio, heater, white side wall. ONLY	\$1495
1952 PLYMOUTH	
Club coupe, heater. Real sharp!	\$995
1950 CHEVROLET	
Club coupe. Light green. Radio, heater. New seat covers.	\$895
1950 NASH	
6 cylinder 4 door sedan. Hydramatic, radio, heater.	\$495
1949 OLDS	
"88" Club Coupe. Hydramatic, radio, heater. Jet black with white side walls.	\$795
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1952 FORD	
V-8 Customliner, 2 door sedan, radio, heater.	
1951 PLYMOUTH	
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1948 CADILLAC	
"62" 4 door sedan. Radio, heater, white side walls.	
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1949 CADILLAC "62" 4 door sedan. Fully equipped. \$1295. PLAZA MOTORS	
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Used Cars for Sale	70
1951 OLDSMOBILE super "88" 4 door sedan. Radio, heater, hydramatic. \$1345. PLAZA MOTORS	182 E. Arenas Rd. Ph. 5122
1952 CADILLAC convertible, fully equipped, low mileage, \$2995. PLAZA MOTORS	182 E. Arenas Rd. Ph. 5122
1950 FORD 1/2 PICK UP New paint, good condition.	
1950 CHEVROLET 1/2 PICK UP	
1950 PONTIAC CHIEF 2 door sedan, hydramatic, radio, back-up lights.	
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GRAPEFRUIT JUICE 25c

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